JESSE MILLWOOD

Personal

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Motivated and results-driven business analyst with 7-years' experience in the financial services sector. Focusing on after-sales service to grow repeat business turnover through outstanding customer satisfaction. Bachelor's degree in Marketing and Management Information Systems. Most notable achievement: increased new business from repeat customers by 45% year on year.

Work experience

Marketing Business Analyst Apr 2016 - Present
HUB International, Idaho Falls

- Ongoing competitor and market trend analyses
- Evaluating evolving needs of existing and potential clients
- Creating and maintaining agile service value propositions
- Communicating with sales team to develop tools to support the sales process
- Driving marketing initiatives to increase product visibility
- Creating surveys and evaluating feedback
- Continually improving market performance by growing brand visibility
- Ensuring brand messaging appeals to current consumer challenges
- Generating reports and proposing solutions and service improvements

Junior Business Analyst Feb 2014 - Mar 2016
Idaho Central Credit Union, Twin Falls

Supporting financial business information team with -

- Business processes and technology
- Test assumptions and data
- Performing system testing and optimizations
- Gathering and analyzing customer requirements
- Documenting systems processes, dataflow, controls and interfaces

Education and Qualifications

Management Information Systems (MIS) Aug 2013 - Nov 2014
University of Idaho, Moscow

Bachelor of Commerce in Marketing Aug 2009 - Dec 2012
Boise State University, Boise

Courses

G-Suite Administration Sep 2020 - Dec 2020
Udemy

Negotiation Strategies Aug 2016 - Feb 2017
Yale School of Management

Skills

- Analysis of complex data
- Cross-functional collaboration
- Critical thinking
- Microsoft Office G-Suite Tools
- CRM Data Hygiene