John Doe

john.doe@gmail.com ❖ (+1) 02356789 ❖ linkedin.com/in/john-doe

WORK EXPERIENCE

Consulting company 1   **Apr 2019 – Present**
Senior Associate   *City, State*
- **Product development of an interactive Demand forecasting solution**
  o Defined product vision and designed wireframes to simplify user experience and make forecasting process intuitive
  o Created detailed user stories and conducted demo sessions with stakeholders; gathered UX and algorithm specific feedback to enhance product features
  o Piloted and back tested solution for a global chemical firm; achieved forecasting accuracy improvement of **~XX pp**
- **Drive product launch of Net working capital optimization tool**
  o Collaborated closely with <firm name> partners to prepare project timelines; initiated playbooks to drive adoption
  o Led a team of 2, ran 2-week agile sprints and identified short and long term KPIs to help make trade-off decisions
  o Successfully deployed for Fortune 500 firms; recommended **~$ XX Mn** cash improvements by optimizing trade terms and discount structure
- **Supply chain reinvention for a Global dairy products company**
  o Created "what-if" network models and conceptualized demand sensitivity analysis to evaluate production alternatives
  o Achieved **~2X** landed cost margin expansion in a 5 year period resulting in **$ XX Mn** annual savings

Consulting company 2   **Nov 2015 – Jun 2017**
Deputy Manager   *City, State*
- **Customer engagement analytics product for <client description>**
  o Worked backwards with category managers to develop a single interface to measure category performance
  o Achieved **XX%** reduction in development time of operational dashboards; ideated sandbox for on-demand reports
- **Payment page drop-off rate reduction for <same client description as above >**
  o Recommended changes in payment system by analyzing trends in average order value for failed transactions
  o **Awarded 'XXXX'** for achieving failure rate reduction by **~XX %** resulting in **~$ XX Mn** quarterly savings

Consulting company 3   **Jul 2014 – Nov 2015**
Senior Business Analyst   *City, State*
- **Pricing Analytics for a <client description> (LATAM market)**
  o Recommended optimal discount level using OLS regression and achieved expected annual revenue growth of **~X %**
- **Direct Marketing Campaign analysis for a <client description>**
  o Suggested target audience and promotion design elements to increase conversion rate and reduce cost per conversion

EDUCATION

College Name 1   **Jun 2017 – Mar 2019**
MBA, Finance and Marketing   *City, State*
- National Winner – Competition name 1 (2019); National Semi-Finalist Competition name 2 (2018)
- Member of Club Name (The Finance and Economic Club) – published newsletter for UK and Europe zone markets

College Name 2   **Jun 2010 – May 2014**
B.Tech, Chemical Engineering   *City, State*
- **GPA: XX/10**; General Secretary, Student Affair Council, College name 2
- Member of National Service Scheme (NSS) – Taught maths to underprivileged students of class 6-10

SKILLS & INTERESTS

- **Skills:** Product management; Strategic planning; Customer experience; User stories; Agile methodology; Machine learning
- **Interests:** Badminton; Travelling; Teaching; Startups; Investing; Data Science; Coding