

Alexis Jett

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Education

- Master's in Business Analytics | *University of Central Florida*
- Bachelor's in Marketing, Minor in Statistics | *University of Central Florida*

Skills

- Salesforce administration
- Tableau
- SQL
- Python
- SF Marketing Cloud
- Eloqua
- Jira
- R
- Microsoft Power BI
- Data visualization
- Statistical analysis
- Reporting
- Writing and communication

Special Projects

- Publication of research reports
- Several Salesforce migrations and implementations

Experience

Mercury Healthcare, a WebMD company

Senior Business Analyst (2021 – Present)

- Analyzed data in SQL from disparate sources to improve integrity, completeness, and governance
- Developed custom technical solutions leveraging Salesforce, marketing automation, medical records, data warehousing, and more
- Led business requirements sessions with clients and translated needs into technical solutions with supporting documentation
- Implement Salesforce process improvement solutions and automation
- Created data visualizations and reliable reporting on key metrics
- Maintained excellent working relationships with clients

Orlando Economic Partnership

Business & Operational Analytics • Associate Director (2018 – 2021)

- Led Salesforce new implementation, including system configuration, process automation, data migration, project management, and training
- Created reports and dashboards for internal teams, including forecasts and analyses on trends, gaps, and efficiencies.
- Reported on KPIs for internal and external (board) leadership
- Created and managed company's 3-year agenda and strategic plan
- Collaborated with research team to provide local and prospective businesses with economic and market data
- Wrote research publications, providing economic insight and foresight for regional decision makers

Investor Relations & Events • Coordinator (2015 – 2018)

- Automated administrative tasks using Python queries.
- Prepared reports, budgets, and income forecasts for \$10M annual budget
- Conducted presentations to boards and investors on regional economic trends and projections
- Researched and maintained data on all investors and prospects

BIGEYE Creative Advertising Agency

Marketing (2015)

- Researched industries, trends, and growth opportunities
- Assembled proposals and edited advertising copy