**JENNIFER WHITE**

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Motivated and results-driven Analyst with proven record of accomplishment in data analytics domain. Identifies business needs, develops valuable solutions to improve process efficiency, and drives business success with recommendations based on data findings and act as consultant to global regions.

# Work & Leadership Experience

## Bank of America

Designation: **Junior Manager** (Sep 2023 – Till Date)

 Led the development of target User group and built strategies around campaign and product development resulting in transaction growth of 5-10% month on month, developed analytical report to track daily Users & Transactions data for scan and pay to generate user/distribution market share report and measured effectiveness of campaigns

## JP Morgan Chase

## Designation: Marketing Analyst (Global Pricing COE) (May 2021 – Sept 2023)

* Conducted in-depth data analysis in collaboration with Digital team and generated insights of feature usage metrics and prioritized feature transition of legacy shipping form to new shipping platform
* led the Revenue management initiative to Conceptualized, developed & managed Spotfire tool for global region (APAC & EU) using agile methodology to help stakeholder with ready analysis of service gap% between services and repositioned one of the service rates resulted in better cost to serve & better position in market as compared to competitor’s rates
* Collaborated with US Returns Product management team to create customer lead pipeline for sales Leadership team and developed Ad-hoc Analysis for returns low wallet of share campaign
* Interviewed candidates for Internships, coached new employees on technical/commercial aspects and work culture practice within the organization to bring them up to speed for managing projects

## Designation Marketing Analyst – Assoc. (Global Pricing COE) (May 2019 – April 2021)

* Led the US Domestic Returns project: conceptualized, developed & managed US Domestic Returns Analytics and Alcohol & Wine Analytics dashboard in Spotfire & Power BI in close collaboration with US Product management team to track KPIs, business performance across products, sales segments, customers and gain market insights for business decisions
* Collaborated with internal team leads to track & monitor proposals of customer request for committed vs actual revenue/volume & Lead the automation of data pull process in SAS; designed and refreshed presentation deck shared on monthly basis with leadership team to gain insights
* Led the Revamp & innovation of SAS process of multiple projects for better efficiency and improved user experience which resulted in low TAT of business critical initiative

## Fractal Analytics (July 2018 - November 2018)

## Designation: Data Analyst (Intern)

 Developed POC’s: - Employee Status Prediction (ML Model creation for predicting employee status

(left/employed) and deploying model on Heroku cloud platform); Visual Analytics projects for schools

## Excel Events (June 2015 – June 2017)

## Designation: Marketing Head

* Successfully planned & Managed various Corporate and Social Events; Core responsibilities were leading the production team, client pitching, marketing, led/managed the team of 5-6 people/vendors etc.
* Developed and managed small Database Guest list of 10k+ guest with all the personal details in Excel

# Skills & Interests

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| --- | --- |
| **Technical Skills:**  | SAS, SQL, Spotfire, Power BI, Python/R  |
| **Business Skills:**  | Stakeholder Management, Project Management, Agile Methodology, Team Leadership & Cross Functional Team Collaboration |
| **Language known:**  | Fluent in English, Hindi, and Gujarati  |
| **Interest:**  | Car/Bike Ride, Indoor & Outdoor Sports  |

# Academics

**Bangalore University Bangalore, India**

PG Diploma in Data Science July 2018

## Delhi Universit New Delhi, India

BSc. IT June 2014

# Awards & Accomplishments

* QDM Expert
* Spot Award (2021) – Recognition for problem solving, effective communication and accountability
* Rising Star (2020) – Recognition for Teamwork
* Bravo Award (2019) – Recognition for Innovation & Collaboration