

EVANN PIORKOWSKI

Analytics Manager

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PROFILE

I am an experienced analytics manager with over 5 years of experience in the field. I have a strong background in data analysis and interpretation, as well as excellent communication and presentation skills. I am able to effectively manage teams of analysts and deliver high-quality results within tight deadlines.

LINKS

[linkedin.com/in/evannpiorkowski](https://www.linkedin.com/in/evannpiorkowski)

SKILLS

SQL

Data Analysis

Tableau

Excel

Statistical Modeling

R

LANGUAGES

English

Hindi

HOBBIES

Organizing and cleaning

Listening to music

Watching television

EMPLOYMENT HISTORY

● Analytics Manager at Blue Cross Blue Shield of Michigan, MI

May 2022 - Present

- Led a team of analysts in developing marketing attribution models that helped the company save \$500,000 per year.
- Successfully identified areas for cost savings and process improvements that led to an annual reduction in operating expenses of \$1 million.
- Played a key role in designing and implementing a customer segmentation strategy that increased sales by 15%.
- Conducted extensive analysis on website traffic data that resulted in a 10% increase in conversion rates.

● Senior Analytics Manager at Henry Ford Health System, MI

Sep 2017 - Mar 2022

- Led a team of 5 analysts in providing insights to increase web traffic by 20%.
- Provided analysis that resulted in a 15% reduction in costs.
- Trained junior analysts on best practices and data visualization techniques.
- Created custom reports for clients that increased revenue by 10%.
- Automated monthly reporting process, saving 4 hours per month.

EDUCATION

Master of Science in Analytics at University of Michigan

Aug 2013 - May 2017

I have learned how to use various statistical software packages (e.g. R, SAS, Python) to perform data analysis and predictive modeling.

CERTIFICATES

Certified Analytics Professional (CAP)

Jul 2020

Certified Big Data Professional (CBD)

Mar 2019

MEMBERSHIPS

American Marketing Association

Direct Marketing Association