

Dorthie Kapule

Lead Analyst

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☎ (276) 194-9869

📍 15 Cumberland St, Portland, ME 04101

EDUCATION

Bachelor of Science in Computer Science at University of Maine

Aug 2010 - May 2015

I have learned programming, software engineering, database management, and networking.

LINKS

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

SKILLS

SQL

Data Analysis

Business Intelligence

Project Management

Requirements Gathering

Systems Analysis

LANGUAGES

English

Arabic

HOBBIES

Basketball

Soccer

Running

EMPLOYMENT HISTORY

● Lead Analyst at Maine Maritime Museum, ME

Jun 2022 - Present

- Led a team of analysts in developing an econometric model that accurately predicted consumer behavior for a major CPG company. The model was used to forecast sales and optimize marketing campaigns, resulting in a 5% increase in sales.
- Developed a market segmentation analysis for a leading retailer which identified key customer segments and their spending patterns. This allowed the retailer to target specific promotions and reduce advertising costs by 10%.
- Conducted extensive research on the impact of social media on purchasing decisions. Presented findings to senior management, which led to the development of new social media strategies that increased online sales by 15%.

● Senior Analyst at Portland Museum of Art, ME

Jul 2021 - May 2022

- Led a team of 4 analysts in providing data analysis and support for the marketing department, which resulted in a 10% increase in productivity.
- Conducted an analysis of customer data that led to the development of a new targeted marketing campaign, resulting in a 5% increase in sales.
- Created and implemented a new process for tracking and analyzing competitor information, resulting in a 15% decrease in time spent on research.
- Developed a dashboard reporting tool to track key metrics for the department, which has been used by senior management to make decisions about resource allocation.
- 1 • Authored multiple white papers on analytical techniques that have been published internally and externally, raising the profile of the company as thought leaders in their industry.

● Analyst at Children's Museum & Theatre of Maine, ME

Aug 2015 - May 2021

- Led a team of 4 analysts in conducting analysis on 100+ data sets to identify potential areas for cost savings.
- Conducted analysis on customer purchasing patterns and identified a 10% increase in sales from implementing recommended changes.
- Utilized SQL, Tableau, and Excel to analyze data and created visualizations to help explain findings.
- Presented findings to senior management which led to the implementation of new processes that saved the company \$5 million annually.
- Authored a white paper on best practices for analyzing large data sets which was published by a leading industry organization.
- Trained junior analysts on analytical techniques and software tools.

CERTIFICATES

Certified Business Analyst Professional (CBAP)

Jan 2021

Certified Data Management Professional (CDMP)

Apr 2019