



# Trevor House

## Business Intelligence Analyst

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## About Me

Dynamic and results-driven data professional with 4 years of hands-on experience developing highly effective and measurable marketing and data strategies to drive revenue growth, increase customer acquisition, and expand brand awareness. Ability to quickly respond to shifting business needs and priorities systematically and effectively. Collaborative team player that can quickly pick up new skills/technologies and keep up in fast-paced work environments. Eager for growth and always challenging myself in and out of the workplace to be a better individual.

## Core Competencies

Tableau



Google Analytics



SQL



Python



Project Management



Communication



Strategy



Problem-solving



## Experience

**Business Intelligence Analyst** - Purelight Power

2021 - PRESENT

- Performed in-depth analysis of 2021 using Tableau and worked directly with the founders to project growth, make critical business decisions for 2022, and provide recommendations.
- Helped forecast lead flow to understand how many leads each sales rep could handle and how much it would cost to acquire those leads, considering conversion rates and other factors.
- Worked with the Marketing Manager to track critical metrics across all channels, helping to lower the Customer Acquisition Cost by 50% and the Cost Per Lead by 25% in 4 months.
- Identified bottlenecks in the ETL process and wrote scripts using Python and Pandas to clean and transform data to prepare for analysis, saving 20 hours per month.

**Digital Marketing Manager** - Cloud Contact AI

2019 - 2021

- Provide ad hoc reports/analyses to sales and management stakeholders.
- Introduced Voice of Customer analysis using Sprout Social to collect and analyze customer feedback data to better understand buyers.
- Recommended new opportunities for enhanced campaign tracking, then worked with Data Engineers to implement and standardize new tracking solutions.

**Marketing Manager** - AllCode

2017 - 2021

- Coordinated with AWS stakeholders to plan partner funding initiatives, then presented results for everything from specific campaign metrics to customer acquisition costs.
- Conducted and analyzed cross-channel campaigns and website performance while A/B testing using Google Analytics and Google Data Studio, resulting in a 300% increase in website traffic.

## References (Will provide more if needed)

**Seth Benham**, Novum Visuals  
Close friend and colleague  
(541) 218-7707

**Pam MacKenzie**, Rubix  
Ex-employer  
(541) 441-8244

## Key Certifications

**Data Science Bootcamp**  
University of Oregon  
2022