ANTHONY HOLMES

512-555-5555 ▪ tonyholmes@isp.net ▪ Austin, Texas ▪ LinkedIn URL

BUSINESS & DATA ANALYST

Building a better business through analytics

Relentless in defining the optimal strategy and most efficient approach to **data collection, analysis, and reporting** to steer organizational growth and transformation. Exceptionally well versed in business and technology—supported by intellectual curiosity and a razor-sharp focus on exposing, understanding, and seizing opportunities in marketing and customer care.

Driving profits, increasing productivity, and solving real-world business problems

Acquired proficiency and firsthand experience through advanced education (MBA and MS in Marketing Research) and engagements with **Google, Firestarter Ad, and the City of San Antonio.** Learned to tackle business challenges by asking the right questions:

◘ How should we utilize data to increase productivity, cut costs, and overcome critical business obstacles?

◘ How can we leverage qualitative and quantitative information to understand customers and shape our marketing programs?

◘ What is the fastest, most synergistic way to integrate data collection with our overall business strategy?

◘ How do we bridge the gap between technology and business to accelerate projects and deliver clear, actionable insights?

Pyramid diagram (top to bottom):
- **MBA**
- **MS, Marketing Research**
- **Consulting Experience** — Google, City of San Antonio & Others
- **Broad-Based Perspective** — Scientific Experimentation, Military Leadership & Technology

AREAS OF EMPHASIS

- **Data Strategy, Planning & Execution**
- **Qualitative & Quantitative Research Design**
- **Data Interpretation, Utilization & Monetization**
- **Big Data & Digital Analytics Implementation**
- **Business & Technology Alignment & Collaboration**
- **Data-Driven Business & Marketing Management**

EXPERIENCE HIGHLIGHTS

GOOGLE │ 2016 to Present
Market Research Consultant

Identified an opportunity to target and capture an untapped market segment (50M U.S. businesses with <20 employees). **Pitched the idea—and landed this consulting engagement with Google**, earning credit as part of the capstone project for MS degree in Marketing Research.

➔ Recognized that **small businesses need data analysis** to uncover hidden opportunities and skyrocket performance.

➔ Created custom-designed market survey to pinpoint client needs and ascertain the best marketing approach to promote **simple, accessible analytic software** to small businesses.

FIRESTARTER AD │ 2015
Market Research Consultant

Pioneered and directed a customized research project to provide **data analysis for strategic planning and decision support**. Evaluated a broad, multi-tiered market of customers (businesses) and their clients (consumers) through qualitative and quantitative research and analysis. Generated highly detailed and precise reports.

ANTHONY HOLMES

Market Research Consultant, *continued...*

➔ Performed data analysis to evaluate a pivot in the company's operating model and plan a successful response to intense competition in the digital and creative marketplace.

➔ Executed the two-phase study, interpreted data, and **translated findings into meaningful insights** and concise, well-considered recommendations for short- and long-range business planning.

CITY OF SAN ANTONIO │ 2014 to 2015
Commercial Strategy Intern

Enhanced data visualization, utilization, and reporting for marketing and real estate teams. Queried, cleaned, and analyzed large data sets and demonstrated the value of analytics, which compelled the city to establish a new position and recruit a seasoned Data Analyst.

➔ Designed business intelligence tools that **changed the way the organization reviewed, interpreted, and reported data**.

➔ Built an interactive dashboard to compile and track metrics in real time.

> "Anthony created powerful data tools that impact our bottom line. He also changed the way we hire interns. Until we met him, we didn't realize that real innovators were out there."
>
> *Marketing Director, City of San Antonio*

UNITED STATES ARMY │ 2008 to 2013
Data Systems Specialist

Earned promotions and transitioned to different roles and responsibilities during progressive military career. Coached and managed teams to develop **databases and advanced digital data systems** for seamlessly, uninterrupted communications. Planned and executed 170+ specialized operations in challenging, unpredictable settings.

➔ **Quickly learned and mastered new skills**—including advanced technology systems and basic Arabic language (served as translator for two years).

➔ Trained and energized teams to transform two vital functions from "fail" to "pass" with 100% score.

HEWLETT PACKARD RESEARCH │ 2004 to 2008
Research Technician

Conducted meticulous research in laboratory environment. Documented plans, processes, and findings, and prepared comprehensive reports. Performed in-depth data analysis in accordance with scientific research protocols.

➔ Devised independent research to discover an infrared security dye for future product development.

➔ **Reduced costs, increased efficiency, and decreased environmental impact 90%** by formulating a new award-winning process for recycling laboratory solvents.

EDUCATIONAL BACKGROUND

University of Texas at Austin – School of Business

MS in Marketing Research – 2016
MBA in Technology and Innovation Management – 2015

Rutgers University

Bachelor of Science in Chemistry – 2004

Select Training & Certifications:
R Statistical Language ▪ Data Manipulation in R with dplyr ▪ Data Visualization in R with ggvis
edX Verified Certificates in Data Science & Machine Learning ▪ Statistical Thinking for Data Science & Analytics ▪ Machine Learning for Data Science & Analytics ▪ Analyzing & Visualizing Data with Power BI ▪ Python for Data Science ▪ Introductory Python Programming

NEW GRADUATE RESUME STRATEGY

When we started working together, Anthony was a few months away from completing his MS in Marketing Research (a second master's degree after earning his MBA the previous year). He wasn't quite sure if he wanted an influential role with a small company or an entry-level position with a large, data-centric corporation. With his advanced education and hands-on experience, his career could go either way.

I asked Anthony what makes him stand out from the crowd, and he told me something that I found rather challenging to highlight in his resume. He said that he has a very broad perspective. He envisions a problem from all sides, and he offered the following details from his career to support his claim:

➔ He's in the process of completing his MS in Marketing Research, which promotes technical proficiency and analytical practice through intensive, project-focused training and internships.

➔ He has an MBA, which provided knowledge of global business strategy, operations, finance, legal affairs, and human resources.

➔ He has a background in the military, which taught discipline, leadership, the ability to accept criticism, and the capacity to remain calm, diligent, and extremely focused despite ambiguity. Because of his military career, he is able to tackle problems without knowing all the facts.

➔ He has a history in scientific research (early career), which involved following systematic procedures to find the answer to a question, or the solution to a problem.

He felt strongly about showcasing his broad perspective in the resume. I chose to use a pyramid to visually represent these areas of his background. I added his consulting experience to the graphic because I felt it was one of the most relevant and valuable aspects of his burgeoning career.

Anthony landed a job with a Fortune 50 company within eight weeks of receiving his initial draft.