

# Jason Choi

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## SUMMARY

As I wrap up contract work for a tech start-up in Canada, I am looking for a full-time role as a Data or Operations Analyst in the United States where I can dive deep into data to uncover meaningful business insights.

With years of experience in the tech and healthcare industries, I bring a unique blend of analytical skills and industry knowledge, enabling me to transform complex data into actionable strategies. I'm passionate about leveraging data to optimize operations, enhance decision-making, and drive measurable impact for businesses.

## EXPERIENCE

### FlipGive [6-Month Contract]

Toronto, Canada

*Data Analyst*

July 2024 - January 2025

- Analyzed and optimized cashback promotion strategies, creating statistical models on customer purchasing patterns across 800+ partner brands, which informed new marketing strategies and improved ROI for future promotions
- Conducted comprehensive analysis of FlipGive's transaction history, uncovering trends and insights that strengthened and aligned our strategic partnership initiative with the NBA
- Identified and reduced excessive credit card processing costs, leading a vendor comparison analysis that transitioned FlipGive from Stripe to a more cost-effective provider, resulting in \$150,000 in annual savings
- Initiated a \$100,000 renewal of Expedia's partnership by analyzing transaction data pre- and post-investment, demonstrating significant ROI

### Thriveworks

Boston, MA

*Business Operations Analyst*

February 2023 - June 2023

- Created clinician projections dashboard for senior HR leaders, aiding in budget forecasting for future quarters
- Designed performance dashboards for recruiters to track current progress against YTD metrics, resulting in identification of common bottlenecks and pain points
- Led weekly metrics meetings to go over current/future state of new hire progress, reducing falloff by 20% through proactive analysis of onboarding datasets
- Partnered with HR in tracking quarterly progress of current clinicians vs patients, resulting in a 15% increase of clinician hires in newly identified markets

### Fortra

Boston, MA

*HR Data Analyst*

May 2022 - February 2023

- Developed TTM turnover/headcount tracking for 15+ acquisitions to showcase impact on main business
- Built out DEI and recruiting dashboards for senior leadership to track DEI metrics and live recruiting pipeline status
- Forecasted future attrition rate for voluntary/involuntary turnover to inform TA and align with industry standards
- Improved 15+ reporting processes by over 50% by decreasing report generation/analysis time

### Cybereason

Boston, MA

*Data Analyst*

August 2021 - May 2022

- Created and maintained dashboards for HR/People team to track hires, departures, and forecasts to showcase to the SMT team on a weekly basis
- Designed financial dashboards for projected billings of each customer, improving billing efficiency and clarity
- Spearheaded transition from DataStudio to Looker by reviewing 20+ hours of technical BigQuery/Looker/Jitterbit footage to ensure seamless handoff within company

### SmartBear Software

Somerville, MA

*Data Analyst*

January 2020 - August 2021

- Engineered data integration pipelines by configuring AWS AppFlow to push data into Snowflake, and initialized Snowflake instances for analysis and transformation, connecting Salesforce and AWS data sources via SQL
- Leveraged JIRA ticket data to create dashboards for Product, Salesforce and Marketo team admins to increase efficiency in response time/quality and allow for clearer documentation of processes
- Analyzed multi-year customer feedback data contributing to the published report, "2021 State of Software Quality"

## EDUCATION

Northeastern University, D'Amore-McKim School of Business

Boston, MA

Bachelor of Science in Business Administration

May 2021

Concentration: Management Information Systems and Business Analytics

## SKILLS

**Business :** MS Suite, Salesforce, PowerBI, Tableau, Looker, Python, GBQ, Snowflake, SQL, HTML, CSS, JS

**Languages :** English, Korean (working proficiency)