

Quinn Calahan

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I love telling stories from data and building solutions. Working in operations has provided me with a wide net to identify weaknesses and opportunities. I have a great deal of exposure to the front and back end of digital operations. My experience in digital commerce spans several industries including direct lending, group investments, automotive and solar. My goal is to continue working in roles and environments which rely on data driven strategies to solve problems.

Work Experience

Xdev Group August 2022 - Present

Marketing and tech solutions group with clients in various industries.

Analytics Engineer

- Reported to CTO and developed data-driven strategies to empower leadership & management teams
- Exposure to provisioning and configuring Azure SQL databases while ensuring referential integrity and proper cardinality to develop effective data models
- Wrote SQL queries and managed tasks on live production SQL servers using SSMS
- Experience using declarative programming to perform data management techniques, including but not limited to data wrangling, normalization, hygiene, & cleansing
- Familiar with data transfer and migration processes
- Applied REST API operations to perform data synchronization, hydration, and transformation techniques
- Optimized the API data mapping process by studying JSON payloads
- Implemented error handling capability at the data synchronization level
- SaaS integration point of contact

Marketing Strategist

- Reported to the CMO and supported the inbound marketing program, including but not limited to storyboarding, content generation, SEO audits, backlinking efforts and UTM implementation
- Strong experience email marketing to purchased contacts in a lead gen model
- Responsible for marketing segmentation & lead nurturing design; experience leveraging AI sentiment analysis
- Reduced the sales cycle by implementing sales development representative (SDR) best practices
- Supported the seed management and email engagement strategy
- Leveraged event sequencing to create customer experience maps and attribution models, providing valuable insights to inform budgetary decisions
- Exposure to marketing campaigns, including but not limited to drip, winback, reengagement, renewal & retention
- Experienced in using WYSIWYG solutions like WIX; familiar with front end language like HTML, CSS and JAVA
- Enhanced customer activation and conversion rates through A/B testing
- Played an active role in improving marketing KPIs, including but not limited to customer lifetime value, customer acquisition cost, customer retention rate, monthly recurring revenue, avg time on platform, & repeat purchase rate

Data Visualization Specialist

- Provided data reporting requirements for the purpose of guiding visualization developers working in SSRS
- Experienced in transforming and visualizing data in Power BI from various data sources, utilizing parameters, invoked functions, hierarchies, as well as DAX and M language
- Expert in creating custom HubSpot reports and dashboards; for individuals, teams, managers and c-suite

Skills And Qualifications

- Advanced Excel and Google Sheets
- SQL DB management & analysis
- CRM configuration and admin
- API and data synchronization
- Draw.io visual diagramming
- Workflow & process flow development
- WIX website design
- Quickbooks & Great Plains accounting software
- Ticketing, SMS and phone system architecture
- Report operational health regularly to c-suite
- Asana project management in Agile Framework
- Power Bi data import, transformation & visualization
- SendGrid communications automation
- Coda.io SOP development
- Experienced and confident working in positions of increasing responsibility and managing large team(s)
- Experienced working in change management environment requiring high level of adaptability

- Advanced in creating data visualizations in Excel and Google Sheets; familiar with implementing referential data modeling with Power Pivot
- Advanced in data mining processes, utilizing a wide range of statistical analysis methods, including but not limited to descriptive, inferential, regression, hypothesis testing, correlation, time series, exploratory, multivariate, and causal analysis

Sales Development

- Reported to the client side CEO and generated sales reporting/dashboards and performance scorecards
- Enhanced the prospect management program by analyzing customer profiles, buyer personas, and implementing a robust customer disposition framework
- Expanded the sales enablement and lead distribution strategy in order to better meet customer needs
- Reinforced solution selling by equipping the sales team with battlecards and KPIs
- Administered best practice SOPs for Call, SMS and Email interactions; established quality assurance routines to ensure adherence to the guidance
- Managed the operations and created the SOP of the quality control process for a direct lending company
- Collaborated with marketing to create customer journey maps

CRM Manager & Administrator

- Customized and configured CRM user roles, teams/groups, permissions, custom objects, and properties while optimizing pipeline stages to streamline sales processes and enhance data management
- Implemented administrative automations to label, assign, update statuses, and execute various changes based on event-driven sequences
- Led the CRM development process to design, implement, and optimize workflows and process flows, identifying inefficiencies and opportunities to minimize errors, improve efficiency, and reduce costs
- Trained, coached and managed small and large teams with various duties, skill sets, and performance goals
- Managed pipelines and provided users with workflow tools and features to better organize, prioritize and manage their workloads
- Experienced in designing automated workflows and process flows, as well as implementing and managing temporary business processes during transition periods
- Expert in designing CRM hard controls, soft controls, and audit tools
- Advanced in event tracking to improve data and reporting capabilities
- Automated CRM general/operational and campaign level communications via SendGrid integration
- Familiar with managing a CRM migration

Autoplicity / THMotorsports June 2014 - July 2022

40M+ Ecommerce/dropship company with a high volume of daily transactions, during an 8-year period of expansion that saw approximately 200% growth

Management Accountant

- Reported to Controller and supported the FP&A process
- Prepared monthly financials (accrual) - journal entries, trial balance, income statement, balance sheet, bank rec, and cash flows
- Provided financial statement analysis & insight
- Head of Fraud Risk Management, overseeing detection, prevention, and mitigation strategies
- Generated payroll and sales tax
- Created refund logic/algorithms for auto-refunds, return forgiveness and conditional credit permissions
- Performed qualitative and quantitative cost control spot audits on shipping cost discrepancies, return fees, conditional credits, & auto refunds

Customer Service Manager

- Set up intake and triage for help desk tickets, SMS inquiries, and inbound call flows
- Managed the helpdesk call, sms, and ticket center personnel
- Configured helpdesk ticket categorizations, automations, assignment, parent-child relationships, dependencies, escalations, SLAs, and reporting
- Lead daily standup meetings with the team(s)

- Owned the high level KPIs, including but not limited to net promoter score, customer satisfaction score, first contact resolution, customer effort score, and customer success score
- Fully developed the performance, warnings and strikes system (scorecards)

Director of Operations

- Reported Regularly to C-suite & Stakeholders on Operational health and performance
- CRM UX and subject matter expert with experience designing complete CRM manuals and SOPs.
- As Director of Operations, managed the customer service manager, who oversaw 17 customer service representatives across multiple teams, while also directly managing two operations personnel; hosted biweekly operations team standup meeting
- Experienced in adapting to a continuous improvement model with increasing responsibility in a highly transactional environment
- Leveraged business process strategies centered on root cause analysis to identify areas for improvement and adapt to the organization's evolving needs
- Owned key multi-channel eCommerce operating metrics across Amazon, eBay, Walmart, and Google Shopping, with a focus on reducing Order Defect Rate and improving Buy Box performance
- Increased return fee recovery while maintaining key health metrics by leveraging return behavior analysis
- Reduced cancellation and churn rates by optimizing the backorder pipeline and enhancing product catalog management and supply chain logistics, including 3PL
- Reduced lost and damaged shipment claims while maintaining key health metrics by implementing a multi-approach lost & damaged shipment process
- Owned and maintained the operations dept organizational chart and responsibility matrix
- Developed several SOPs for documenting & guiding processes

Project Manager

- Created roadmaps and assigned tasks using project management software
- Designed, planned, and managed projects within an Agile framework
- Collaborated cross-functionally with leadership across multiple departments
- Evaluated project solvency and resource allocation using a prioritization matrix to identify urgent projects from those sustainable through manual processes
- Led the implementation and execution of the change management procedures to ensure their success
- Experience generating flow charts and project diagram illustrations

PricewaterhouseCoopers January 2014-April 2014

Tax Staff Consultant

- Prepare partnership and corporate tax forms, including but not limited to: Form 1120, 1065, 1042/1042s, & K1s
- Upload tax return and Schedule K1 information into various tax return software programs
- Organize tax returns, work-papers, and related documentation in online data management

EDUCATION

Robert Morris University, Chicago, IL 2014
BBA, Double Major Economics and Business Management

Oakton Community College, Skokie, IL 2018
Adjunct Major – Accounting

CERTIFICATIONS

HubSpot

- Email Marketing
- Email Marketing Software
- HubSpot Reporting

- SEO
- SEO II
- Service Hub Software

Microsoft

- Azure Fundamentals
- Azure Data Fundamentals
- Power BI Data Analyst

PERSONAL PROJECTS

Designed and developed a multi-user database for investment/portfolio management & research (2018-2020)