

IAN BRANSTETTER

PITTSBURGH, PA 15090

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Portfolio Website: <https://ianbme.github.io/website/portfolio.html>

Adaptable and passionate Data/Business Analyst with strong Excel and Power Bi skills looking for a position to be challenged and grow in while facilitating data-driven decision-making.

EDUCATION

BBA: Major: Marketing and BIS (Business Information Systems) 05/2024

University Of Pittsburgh, College of Business Administration - Pittsburgh, PA

- GPA: 3.86

SKILLS

- **Excel** (VLOOKUP, Pivot Tables, Conditional Formatting)
- **Power BI** (DAX, Power Query, Row level security)
- **SQL** (Temp Tables, Subqueries, Joins)
- Google Analytics
- Tableau (visualizations, calculated fields)
- Python (Pandas, functions)

WORK HISTORY

Market Research/Analyst Intern 5/2023-8/2023

Arnoff & Associates Inc. – Wexford, PA

- Generated and tracked a set of 6 KPIs to enhance and inform data-driven decision-making processes across departments.
- Performed a SWOT analysis and created a Porters 5 forces model and delivered my models and analysis to key stakeholders and executives.
- Conducted in-depth market research to gather and analyze data sets on consumer behavior and market trends, generating a competitive landscape analysis to support product development initiatives.

Data Processing Intern 4/2019-7/2019

Neuromuscular Research Lab (NMRL) – Pittsburgh, PA

- Performed data cleaning in over 30 Excel spreadsheets with advanced functions while organizing files, spreadsheets, and reports.
- Delivered clerical and data input support by handling range of routine and special requirements including live recording data during 12 clinical exercise studies.

LEADERSHIP AND CERTIFICATIONS

- **Microsoft Certified: Power BI Data Analyst Associate (6/24/2023)**
- **President of the Mixed Martial Arts Club at Pitt-(6/2022-Present)**
 - Lead and taught practices with over 150 members while having an **84%**-member retention rate (3 year high).
 - Designed and ran a marketing-based recruitment campaign which led to a **28.1 %** (43 members) increase in total membership.
 - Successfully created and distributed merchandise projects generating **\$630** in revenue (\$200 profit), while using Excel and Google analytical tools to track KPIs.
- Google Analytics for Beginners Certification (7/28/2022)