

Tymeka Wilkos

Growth Analyst

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📍 505 Desert Willow Rd, Santa Fe, NM 87507

Education

Master of Business Administration in Growth Analytics at University of New Mexico, Albuquerque, NM

Sep 2018 - May 2022

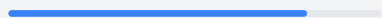
Relevant Coursework: Data Analytics, Predictive Modeling, Market Research, Growth Strategy, Digital Marketing, Financial Analysis, Business Intelligence, Machine Learning, and Decision-making.

Links

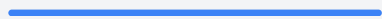
[linkedin.com/in/tymekawilkos](https://www.linkedin.com/in/tymekawilkos)

Skills

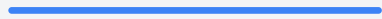
SQL



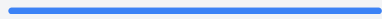
Python



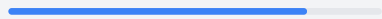
Tableau



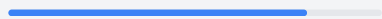
Google Analytics



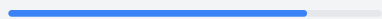
A/B Testing



Excel

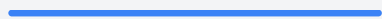


R

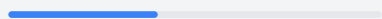


Languages

English



Dutch



Hobbies

Profile

Results-driven Growth Analyst with 1 year of experience in leveraging data-driven insights and innovative strategies to drive business growth. Adept at identifying trends, conducting market research, and optimizing marketing campaigns to support customer acquisition and retention. Proficient in utilizing analytics tools to monitor performance and inform decision-making. Highly skilled in cross-functional collaboration and communication to achieve business objectives.

Employment History

Growth Analyst at Descartes Labs, NM

Mar 2023 - Present

- Successfully increased customer retention rate by 20% through the implementation of targeted marketing strategies and data-driven customer segmentation, resulting in a significant boost in company revenue.
- Conducted a comprehensive analysis of user behavior that led to a 15% improvement in user engagement and a 10% increase in average session duration on the Descartes Labs platform.
- Developed and executed A/B testing campaigns that optimized conversion rates by 25%, leading to a notable increase in both new customer acquisition and overall sales.
- Streamlined data collection and reporting processes, reducing the time spent on analytics tasks by 30% and enabling the Growth team to focus more on strategic initiatives and decision-making.

Junior Growth Analyst at Thornburg Investment Management, NM

Aug 2022 - Feb 2023

- Successfully identified and implemented growth strategies that led to a 15% increase in new client acquisition within the first year of employment.
- Conducted comprehensive market research and analysis, resulting in the expansion into two new investment sectors and contributing to a 20% growth in assets under management.
- Streamlined internal data tracking and reporting processes, reducing time spent on manual tasks by 25% and increasing team productivity.
- Played a key role in the development and launch of a new investment product, which attracted \$50 million in assets within the first six months of its introduction.

Certificates

Google Analytics Individual Qualification (GAIQ)

May 2021

Tableau Desktop Specialist Certification

Feb 2020

Memberships

Chartered Institute of Marketing (CIM)

International Institute of Business Analysis (IIBA)