



Lacey Majerle

Strategic Planning Analyst

Strategic Planning Analyst with 2 years of experience in providing critical insights to drive business growth and optimize operations. Proficient in data analysis, market research, and forecasting trends, with a proven track record of developing and implementing innovative solutions to complex challenges. Adept at collaborating with cross-functional teams and presenting actionable recommendations to stakeholders. Committed to continuous improvement and enhancing organizational performance through strategic planning and data-driven decision-making.

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(961) 191-0750

123 Main St, Fargo, ND 58103

Education

Master of Business Administration in Strategic Planning at University of North Dakota, Grand Forks, ND

Sep 2017 - May 2021

Relevant Coursework:
Strategic Management, Business Analytics, Financial Planning, Marketing Strategy, Organizational Behavior, Operations Management, Managerial Economics, and Leadership in a Global Context.

Links

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

Skills

Forecasting

Data Visualization

Scenario Analysis

Risk Assessment

Decision Modeling

Tableau proficiency

Python programming

Employment History

Strategic Planning Analyst at North Dakota Strategies, ND

Mar 2023 - Present

- Successfully developed and implemented a 5-year strategic plan for North Dakota Strategies, resulting in a 25% increase in revenue and a 15% reduction in operating costs.
- Conducted comprehensive market research and analysis for the North Dakota region, identifying key growth opportunities that led to the expansion into three new markets and a 30% increase in client base.
- Streamlined the company's data reporting processes, improving efficiency by 40% and enabling data-driven decision making in strategic planning initiatives.
- Collaborated with cross-functional teams to create and execute a sales strategy that increased annual sales by 20%, exceeding company targets.

Associate Strategic Planning Analyst at ND Strategic Analysts, ND

Sep 2021 - Feb 2023

- Successfully identified and implemented process improvements that increased operational efficiency by 25% across multiple departments at ND Strategic Analysts, resulting in substantial cost savings and streamlined workflows.
- Conducted a comprehensive market analysis of the industry landscape that informed the development of a new product launch strategy, ultimately driving a 15% increase in sales revenue within the first six months of implementation.
- Spearheaded a cross-functional team to evaluate and optimize resource allocation, leading to a 10% reduction in overhead costs and an 8% increase in overall productivity for ND Strategic Analysts.

Certificates

Association for Strategic Planning (ASP) Certification

Sep 2021

Balanced Scorecard Professional (BSP) Certification

Apr 2020