

Ryan A. Aviles

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Education

B.B.A. Business Analytics, The University of Iowa **Anticipated Graduation:** Dec. 2019
GPA: 3.07/4.0

Technical Skills

- **Tools:** MS Excel, MS Access, SQL, R, Python, Google Analytics, Tableau, MS Dynamics
- **Methodologies:** Data Wrangling, Brand Awareness, Data Visualization, Predictive Analytics, SEO Optimization, Data Mining
- **Project: Ecommerce Content Analysis Report:** Cleaned and Wrangled web content data from Google Analytics to predict what categories and type of content is consumed most by viewers. Presented to VP of Marketing and Program Manager.

Work Experience

Business Intelligence and Ecommerce Intern, Van Meter, Cedar Rapids, IA Summer 2019

- Initiated key company focus areas including digital experience and internal efficiencies
- Developed Power Apps for Account Managers to increase mobility and usage within the CRM system
- Reported key analysis with Google Analytics to improve web content and increase web traffic
- Synced 10,000 new product images and enriched 1000 product images into Ecommerce platform

Footwear Sales Specialist, Scheels All Sports, Coralville, IA *Feb 2018-present*

- Achieved an average of 180% of sales goal per hour for eleven consecutive months
- Helped an average of 25 customers per day in finding the right product for their needs and providing recommendations on complimentary selling
- Collaborated one hour seminars each week to increase knowledge of new products

Nike Athlete, Nike Factory Store, Williamsburg, IA *May 2014-Feb 2018*

- Remained current with trends of the brand and kept knowledgeable of the history of Nike
- Demonstrated multitasking during high peaks of business by moving to different positions
- Trained over 60 new employees about handheld devices and mobile registers

Soccer Coordinator, City of Ames, Ames, IA *Aug 2017-Oct 2017*

- Lead six coaches to develop consistent soccer abilities to their players
- Coordinated 10 week-long practice schedule that involved what the focus was for that week
- Instructed an average of 50 kids about proper technique and teamwork

Leadership and Service

Lead Instructor, Foundation Soccer Camp, Williamsburg, IA *June 2015-June 2019*

- Developed a 1 week-long schedule for soccer players between the ages of 8-18
- Communicated to an average of 60 kids about the fundamentals of soccer and rules

Wellness Mentor, Grant Wood Elementary, Iowa City, IA *Jan 2018-May 2018*

- Taught students developmental skills about professionalism and communication by creating activities and seminars with other mentors at school

Nike Community Ambassador, Nike Factory Store, Williamsburg, IA *June and July 2016-17*

- Supervised 3 age groups of an average of 20 diverse students each, to participate in sports and to get active
- Motivated summer school students to stay active for life by inspiring them about sports