Meri Matilda Laitinen-Carnevale

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PROFESSIONAL EXPERIENCE

Name.com, Denver, CO   Aug. 2021 - Mar. 2023
Business Intelligence Analyst
- Developer and Manager of Company Reporting Metrics, Analytics & Dashboards
- Co-Leading Finance, Product & Marketing Monthly & Quarterly Business Performance Reviews for Key Executive Stakeholders
- Responsible for Management of Google BigQuery Data Warehouse Structures & Data Governance
- Development of New Production Databases & Scheduled Procedures with Google BigQuery to Drive Faster Data Extraction
- Leader of Cross-Functional Departmental Collaboration in the Development of Statistical & Forecasting Models to Improve Business Production

BI Projects
- Architected Competitive Pricing Elasticity Optimization Model by "Scraping" Public Competitor Pricing & Whois Privacy Data for .Com, .Net & .Org Increasing Total Registration Profits by +6% & Renewal Profits by +4% (2022)
- Engineered Customer Segmentation Analysis of Company Customer Base
    - Analysis Developed Grouped Customer Cohorts Using Customer Data From Data Warehouse on 2.1 Million Customer Accounts to Predict 1) the Lifetime Value of a Customer Beginning From Their First Domain Purchase; 2) Forecast Future Revenue from Existing and Future Customer Base
    - Analysis Applied in 2023 Financial Forecasts, Reported to Key Executives & Shareholders
    - Analysis Used in Allocation of Marketing Resources, Increasing New Retail & Bulk Buyer Domain Registrations by +3% & Combined Registration Profits +6% (Q2, Q3 2022 versus 2021)
- Designed and Managed Product Performance Metrics for Wix & Titan Email Product Launches
- Designed and Managed A|B Test to Measure User Conversion Rates for UI/UX Design of Website & Domain Search
    - Average Annual Conversion Increase +2% with New Website Design & Domain Search Algorithm (2020-2021 versus 2022)
- Engineered Company's First Business Intelligence Suite in Tableau Server to Drive Better Data Transparency Between Departments & Stakeholders

Marathon Medical Corporation, Medical Distribution, Aurora, CO   July 2020 - July 2021
Business Intelligence Developer, Database Manager
- MS SQL Server Developer, MS SQL Management Studio Developer
- MS SQL Server Database Manager, Sage ERP Database Manager
- Tableau Dashboard Developer
- Data Integrity Verification, Federal Supply Contract Compliance Verification
- Sage ERP ETL Developer
- Process Optimization, Profit Optimization S&OP Planning

BI Projects
- Introduced & On Boarded Executives to Tableau Reporting & Dashboards
- Designed & Automated Custom Financial Dashboards for Key Executive Level Stakeholders
- Designed & Implemented Automated Reporting Dashboard for Warehouse & Company Performance KPIs for B2B Order Compliance, Inventory Turnover KPI, Rebate Tracking KPI, Revenue & Profit Margin KPI
- Designed Automated Accounting Rebates Tracking, Saving $12,000+ in Labor Hours & approximately $60,000 (2020) in Lost Rebates due to Human Error

Odin Eyes, Denver, CO   Nov. 2020 – May 2021
Business Intelligence Developer (freelance)
- Designed SQL Database & Warehoused 600,000+ Cannabis Pricing Records
- Developed Custom Pricing Analysis Reports & Data Visualizations from Public Vendor Owner to be Sold to Businesses in Greater Denver

Denver Water, Denver, CO   Aug. 2019 - Dec. 2020
Database Administrator (contractor)
     • Engineered Custom SQL Database for Department of Emergency Management
     • Simplified & Communicated Data through Automated System of 50+ Complex Chain of Command Designations
       for Key Stakeholders of Federal & State Regulatory Commissions

Wonder, New York, NY   July 2019 - July 2020
Market Research Analyst (freelance)
     • Assisted Clients to Make Critical Financial & Business Decisions by Compiling Open Source Data Research
       & Analytics to Reduce Market Complexity with Data Driven Solutions

Colorado Democrats, Denver, CO **Feb. 2020 - Mar. 2020** *Data Analyst (contractor)*
Veraison, Wine Distribution, Denver, CO **April 2019 - July 2019** *Revenue, Inventory Analyst (contractor)*
BBC Consulting and Research, Denver, CO **March 2019- April 2019** *Data Specialist (contractor)*
Anthony's Pier 4, Swampscott, MA **Sept. 2016 - Jan. 2019** *Banquet Manager*
Copal, Lincoln, NE **June 2015 - Aug. 2016** *Front of the House Manager, Restaurant Operations*
Assisted in Opening a (now) Successful Restaurant with Restaurateur Cinthia Rebeca Lopez

EDUCATION

University of Colorado, Boulder, Boulder, CO   May 2025 (Expected Date of Graduation)
Master of Business Administration
Concentration: Finance

University of Massachusetts, Amherst, Amherst, MA
Bachelor of Arts Economics
Concentration: Mathematical Statistics
Minor: Russian Language Studies

PROGRAMMING LANGUAGES

SQL, PL/SQL, R, Python, Java

CERTIFICATIONS

Tableau Desktop Specialist

LIFETIME ACCOMPLISHMENT

Appalachian Trail Thru Hiker, Class of 2023