

Carter Geier

Clermont, FL

WORK EXPERIENCE

Shopify Manager, IMWE - Macon, GA

January 2024 – May 2024

- Managed Shopify store and website for IMWE, a small non-profit organization
- Implemented data-driven SEO strategies that increased website traffic by 44% and online orders by 108%
- Utilized Shopify systems and Liquid coding to enhance website functionality and user experience, driving customer satisfaction and retention
- Ensured compliance with sales tax laws by implementing tax collection and using Excel for monthly collection reporting

PROJECTS

SQL Analysis, New York Mega Millions Lottery Data

Objective: Analyze a dataset of New York Mega Millions lottery results using SQL

- Developed SQL queries to analyze New York Mega Millions lottery data
- Identified patterns and trends through data manipulation and extraction
- Created an interactive Tableau dashboard to visualize data, providing actionable insight
- Demonstrated proficiency in data manipulation and extraction to uncover insights from large datasets, supporting data-driven decision-making
- Enhanced skills in SQL query optimization and data analysis for practical application

Quantitative Data Analysis, Coffee Consumption – Mercer University

Objective: Find what variables influence coffee consumption globally

- Conducted quantitative data analysis using R and Excel, identifying key variables influencing global coffee consumption trends
- Applied linear regression models to uncover insights, improving predictive accuracy
- Presented findings through visual data reports and graphs, showcasing strong communication skills in translating data into actionable business insights
- Resulting project scored the highest grade in the class

CONTACT

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EDUCATION

Mercer University – Macon, GA

Bachelor of Business Administration,

Major: Marketing

- Graduated with Honors: May 2024, Cum Laude
- GPA: 3.9/4.0
- Relevant Coursework: Quantitative Data Analysis, Financial Management, Digital Marketing Analytics, Marketing Research
- Athletics: Baseball – Academic All-Conference

COMPETENCIES

- Time management skills, maintaining a high GPA while being a collegiate athlete
- Analytical thinking and problem-solving
- Mindset of continual growth and development
- Working in a competitive team environment

TECHNICAL SKILLS

- Proficient in Microsoft Excel
- Data Analysis with SQL and R, and visualization with Tableau
- SEO tools, including Google Console
- Managing business accounts on Meta, TikTok, and Shopify