

Jacob K Zumwalt

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Summary of Qualifications

Student: Responsible university student with upcoming Bachelor of Science degree in Business Administration – Business Management Information Systems.

Project Management: Detail-oriented and motivated to stay on task, meet aggressive timelines, and accomplish goals.

Business Administration: Strong analytical and organizational skills.

Software Proficiency: MS Office, SQL, Python, R, PowerBI, and Tableau.

Education

Bachelor of Arts in Science, Management Information Systems – San Jose State University, 01/2022 – 12/2023

Associate Degree, Business Administration – De Anza College, 09/2018 – 03/2021

- Completed professional development in multiple Business Administration subjects, such as Accounting, Law, Workplace Studies, and Economics.

Google Data Analytics Professional Certificate, Coursera – 08/2021

Professional Experience

Technology, Analytics & Process Intern, 01/2022 – Present
Teleperformance – Remote

- Assessed relevant industry trends and identified business requirements to help successfully build capabilities and solutions to meet long-term goals.
- Contributed to the advancement of process design, documentation, and execution.
- Leveraged technologies such as Automation Anywhere, Python, Microsoft Tools, and PowerBI to enable more efficient uses of data and technology to help simplify functional and global processes, under the guidance of the Transformation Leadership Team.
- Participated in understanding, defining, and developing insights for various global business functions.
- Supported innovative and high-visibility projects across the organization.
- Used data insights to drive/influence decision making and growth

Social Media Manager, 08/2021 – 09/2021
D&D Goods, LLC. – Sunnyvale, CA

- Tasked with managing social media pages, analyzing statistics for growth opportunities, and promoting company's website/products, increasing their Twitter followers from 101 to 1,988.
- Analyzed and reported social media and online marketing campaign results.
- Devised strategies and roadmaps to support product vision and value to business.
- Identified target market and key segments through in-depth analysis of markets and related trends.
- Increased customer engagement through social media, including a jump in Pinterest monthly views from 32 to 784.