Dawn Davis │ 512-550-3726 │ dawn124@gmail.com
www.linkedin.com/in/dawn-davis-54787031

SKILLS

- Sales operations
- Data analysis and preparation
- Data visualization
- Machine learning
- Advanced Microsoft Excel functions
- Sales Analytics

- CRM Platforms: Salesforce, Sharepoint, Wrike, Sonar
- BI Tools: MicroStrategy, Tableau
- Cross functional partnerships
- KPI forecasting
- Presentation skills

WORK EXPERIENCE

Apple Inc. (contractor)   12/2021 - Present
Operations Specialist - Channel Sales - US People Programs, Austin, TX
Execution of sales enablement program operations strategy to support cross functional stakeholders and partner success.

- Managing day to day operations for national sales enablement program support 13 partners, 19 routes to market, 20K participants and annual budget of ~$25M.
- Optimized our data retrieval process from partners resulting in increased enrollment and improvement in our deployment of devices by 18% from previous year.
- Update and maintain 14 concurrent workflows,1 million records annually. Working cross functionally with teams to review performance and trends with internal stakeholders and external Partners. including WW Shared services, WW People Programs, US Consumer & Sales Teams, Field Labor Teams, Apple Care Operations.

Tradeclerk - A SaaS Start-Up company focusing on managing distribution deductions for CPG suppliers.   03/2021 – 09/2021
Sr. Data Analyst, Austin, TX
As part of this launch team, I was instrumental in developing new strategies for clients to manage their trade spend, creating new processes and SOPs needed to automate manual processes. I also managed the handoff of 10 CPG clients when the company closed its doors.

- We were a team of three that started with 3 clients and closed with 10, producing 333% growth in number of clients and 536% growth in Monthly Recurring Revenue (MRR) over 8 months.
- Services provided an average 247% return on investment for clients, with the highest being a 1104% ROI
- I led the screening, interviewing, and onboarding of a new employee while coordinated logistics for 3 office relocations.

Whole Foods Market   04/2018 – 03/2021
Data Analyst / Purchasing Assistant, Austin TX
Incorporated historical data and current trends in category sales to determine product selection for Southwest Region, refined distribution strategies, managing supply chain, and maximized promotions in the region.

- Developed tool to capture short-dated product data for dairy category in Southwest Region that resulted in 40% savings YoY.
- Implemented a new procurement process to decrease the Southwest Grocery Regional distribution fees, resulting in a YoY savings of 92%.
- Partnered with promotions analysts to implement new delivery and shipment strategies for SW Region resulting in 20% increased Holiday movement than previous year.

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Whole Foods Market   03/2017 – 04/2018
Merchandise Presentation Planner, Austin, TX
Creation of accurate planograms supporting the global/regional/local merchandising plan and collaborated with Sales teams to implement category changes.

- Joining this team at the launch of global category management, I mentored new team members requiring a fast onboarding to new space planning tools and MicroStrategy systems.
- Created analytical processes to identify solutions for strategic category placement, resulting in new SOPs for regional team and increase in movement of product.

Whole Foods Market   09/2015 – 03/2017
Administrative Assistant to Global Vice President, Austin, TX
Provided clerical and team assistance to Global Vice President of Growth and Business Development

- Calendar and budget coordination of all travel arrangements, both domestic and international for 60+ trips a year
- Managed confidential communication and fielded 100+ daily inquiries (documents, guests, calls, emails) and handled appropriately.

The University of Texas at Austin   01/2008 – 09/2015
Sr. Administrative Associate
Assistant to Executive Director or Housing and Food Service for all of on-campus residential housing who oversaw 300+ employees and largest residential housing in Texas

EDUCATION

North Central University
Minneapolis, MN, - Bachelor of Arts - Social Sciences, 2000

HOBBIES & INTERESTS & OTHER RELEVANT ACTIVITIES

Booster Club Member, Olympia Hills Gymnastics - Welcome Committee Chair, Westlake UMC