# 909-265-5997 **Eric Othman** Ericothman1@gmail.com

**Education**

**Bachelor’s Degree in Economics** August 30, 2018

University of California, Riverside Riverside, CA

**Employment Experience**

**University of Riverside Financial Analyst**

Riverside, CAOctober 2019 – Present

* Fund management including month reporting, account reconciliation, project planning and forecasting
* Manage Federal and Private Contracts
* Preparation of annual and mid-year financial reports.
* Monitored and analyzed financial, statistical and operational data trends
* Created and maintained precise and accurate models, charts and reports.

**GQR Global Market Marketing Analyst**

Marina Del Ray, CAFebruary 2019 – October 2019

* Ownership over all engagement analytics and reporting pertaining to CRM and email marketing
* Understand and analyze the entire customer lifecycle journey on mobile, web and email platforms to optimize conversion rates along with engagement and retention metrics
* Build out impactful KPI tracking and reporting along with A/B tests to track email performance and drive improvements
* Data visualizations and ad hoc analyses to support Marketing efforts
* Drove tagging initiatives and best practices to ensure digital marketing efforts were measured accurately and appropriately
* Recommended compelling product selection for promotions, prepared requests for forecasts, and submitted to demand planning.

**20/20 Mobile** **Marketing Analyst**

Riverside, CA August 2016- July 2018

* Increased web traffic by over by incorporating improved content management tools and social media applications
* Analyzed data from the monthly business plans and actual statistics to identify profitable revenue growth opportunities/insights
* Provided oversight to the daily operations, including data pulls, research assignments, file transfers, data processing and data quality management.
* Created targeted Google Ads and monitored web traffic with Google Analytics
* Recommended website improvements to increase SEO traffic by performing in-depth keyword and content analysis
* Collaborate on product line review for all products, analyzing total sales, gross margin and customer activity.

**20/20 Mobile**  **Financial Analyst**

Riverside, CA September 2015- August 2016

* Determines cost of operations by establishing standard costs; collecting operational data
* Identifies financial status by comparing and analyzing actual results with plans and forecasts.
* Improved financial status by analyzing results; monitoring variances; identifying trends.
* Reconciles transactions by comparing and correcting data.
* Maintains database by entering, verifying, and backing up data.
* Analyzed and Reviewed database sales and transactions to ensure proper numbers through auditing and transformation

**Professional Skills**

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| * Microsoft Office (Word, Excel, PowerPoint) | * STATA and SQL |
| * ERP Software (Oracle & SAP) | * Google Analytics and Google Tag Manager |
| * Tableau and PowerBI | * Facebook Ads and Google Ads |
| * SEO and PPC | * SharePoint and PeopleSoft |
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