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|  | | Jared  Taylor | | | |
|  | | GAIQ Certified Analytics Specialist | | | |
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|  | 585-737-5028 | |  | current me | |
|  | [Jared.Taylor@corebusanalytics.com](mailto:Jared.Taylor@corebusanalytics.com) | |  |
|  | Livonia, New York, US | |  | Adept GAIQ Certified professional, with 14+ years of dynamic experiencing executing data-based business strategy. | Analytical in approach, creative by character. Proficient at working to efficiently achieve organizational goals in both group and independent environments. Proven ability to thrive under high-pressure circumstances while maintaining a resourceful work ethic, and professional demeanor. |
|  | Website: [corebusanalytics.com](https://www.corebusanalytics.com) | |  |
|  | LinkedIn: [JaredTaylorCBA](https://www.linkedin.com/in/jaredtaylorcba/) | |  |
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| Skills Google Analytics  10 / 10  Google Workspace  10 / 10  Problem Solving  10 / 10  Mindful of the Big Picture  10 / 10  Learn new processes and applications  10 / 10 EducationB.A. Economics – Summa Cum LaudePace University 2004-2008 Pforzheimer Honor’s College GraduatePace University 2004-2008 Presidential Scholarship and Economic Research Award RecipientPace University 2004-2008 | | |  | ExperienceCORE Business Analytics, LLC (CBA)Founder & C.E.O. / Livonia, NY / June 2020-Present  * Integrating our clients’ digital efforts with Google Workspace, specializing in targeted audience analysis via Google Analytics. * Build custom Google Drive "Dashboard" so that vital business data is being aggregated, analyzed, and articulated, on-demand and in real-time. * Develop the reporting mechanisms and delivery schedule of this information, securely and economically. * Leverage new insights into refined processes and procedures for daily oversight and operations. * Collaborate on consumer engagement, social content strategy, and search engine optimization planning. * Execute all Google Ads strategy by planning, budgeting, writing, designing, and publishing all Google Ad campaigns. * Establish metrics for success and follow-through by developing regular analytics performance reports. * Manage analytic deliverables through database and other data mining activities. * Research and analyze various secondary sources, including IBISWorld and Google Trends, to discover new insights on behalf of our clients. * Use Google Data Studio to produce reports, including collecting, analyzing, visualizing, and summarizing data of multi-channel performance for various stakeholders. * Designed, built, and maintain custom websites in both WordPress and Google Sites platforms. * Regular use of Microsoft Excel and Google Sheets in advanced situations to compile, reconcile, and report on complex, sensitive client, and budget information. | |

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|  | 585-737-5028 | |  | previous experience. | |
|  | [Jared.Taylor@corebusanalytics.com](mailto:Jared.Taylor@corebusanalytics.com) | |  |
|  | Livonia, New York, US | |  | I leverage the power of Google Workspace to refine and modernize marketing and operational processes for small businesses. | I strive to be that voice in the room decision makers can rely on to provide razor sharp reporting and analysis. My purpose is to help business owners work on their business so that they can work less in their business. Elevate your business from ground level to cloud level. |
|  | Website: [corebusanalytics.com](https://www.corebusanalytics.com) | |  |
|  | LinkedIn: [JaredTaylorCBA](https://www.linkedin.com/in/jaredtaylorcba/) | |  |
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| Skills Business Analysis Techniques  9 / 10  Social Media Marketing  10 / 10  0  Website Management  9 / 10  0  Customer Service  10 / 10  / 10  Process analysis and development  10 / 10  / 10 certifications**Google Analytics Individual Qualification**Google Analytics for Power UsersAdvanced Google AnalyticsGoogle April 2021 Certificate in Business AnalysisInternational Institute of Business Analysis December 2020 | | |  | Experience Con’t.Director of Marketing, Board of Directors, VolunteerLivingston Country Club / Geneseo, NY / November 2018-Present  * Execute all paid and organic social media strategy by planning, writing, designing, and publishing all social media posts (IG & FB) and regular MailChimp newsletter. * Establish marketing budgets and metrics for success and follow-through by developing regular analytics performance reports. * Maintain WordPress website, develop and publish custom content.  Hedge Fund Financial Services SpecialistState Street Bank & Trust / New York City / June 2008-July 2013 + Nov 2014-Aug 2020  * Trade support and client service specialist for the firm’s primary clients, Brevan Howard and ValueAct Capital Management with a combined $50 billion in assets under management. * Fully supported hedge fund trading operations from a back and middle office perspective in a dynamic, deadline oriented and time-sensitive environment. * Daily interactions with clients, IT, investors, and senior management across multiple geographic areas. * Responsible for producing, reviewing, and distributing weekly, monthly, quarterly, and annual reporting for clients, investors, auditors, and senior management. * Regular use of Microsoft Excel in advanced situations to compile, reconcile, and report on complex, sensitive investor, and trade information. | |