

Janet Escobar

I am fascinated by the insights data can reveal when combined with marketing to understand user psychology. I bring a combination of data-driven strategic insight, empathy for internal and external stakeholders, and process-minded problem solving to drive business objectives in fast-paced environments.



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SKILLS

Business Analytics

Data Visualization

Tableau

SQL

Salesforce

Microsoft Word

Microsoft Powerpoint

Excel

DOMO

Google Analytics

Adobe XD

LANGUAGES

English

Native or Bilingual Proficiency

Spanish

Native or Bilingual Proficiency

WORK EXPERIENCE

Business Analyst Intern

Chegg Inc

06/2019 – 08/2019

Santa Clara, CA

Chegg is an Ed-Tech company that provides student services, textbook rentals, and online tools that support students throughout their educational journey.

- ❑ Led project to develop customer satisfaction insights from FAQ pages for the customer support team by constructing SQL queries to clean and filter raw clickstream data.
- ❑ Discovered insights using the data visualization tool, DOMO, and presented project findings to Chegg's c-level executives in addition to the marketing and analytics teams.
- ❑ Led analytics for a week-long hackathon project to improve Chegg's internship webpage, met with data scientists to determine the best models to bring the team's ideas to life.

Fellow

Braven Accelerator

01/2019 – 05/2019

San Jose, CA

Braven is a career accelerator program that helps underrepresented college students transition from college to post-graduate jobs.

- ❑ Coordinated with an eight-member team to create an empathy-based solution to help Sutter Health educate users about mental health and how to best support those in need.
- ❑ Led prototype creation and built a mobile app wireframe using Adobe XD that received more than 90% approval rating from the 80 users who tested our solution.
- ❑ Presented solution to a panel of judges representing a mobile app consisting of educational content, mental health resources, and a gamification feature.

Customer Service Agent

Marriott Hotel

08/2017 – Present

San Jose, CA

Achievements/Tasks

- ❑ Maintained a 95% customer satisfaction rating by proactively identifying and resolving customer needs.
- ❑ Generated Salesforce reports on personalized customer service, documentation, and problem-solving insights.

Concierge

Doubletree Hotel

07/2014 – 06/2017

Torrance, CA

Achievements/Tasks

- ❑ Addressed customer needs while building a strong and consistent customer connection to increase likelihood of repeat business.
- ❑ Managed monthly inventory to ensure hotel amenities remained stocked.

EDUCATION

B.S in Business Administration, Business Analytics

San Jose State University

08/2017 – 12/2019

Courses

- ❑ Intro to Marketing
- ❑ Marketing Research
- ❑ Statistical Analysis
- ❑ Database Management Systems
- ❑ Strategic Management
- ❑ Business Analytics