David Harmer
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[email]

Job Objective Marketing Business Analyst position in an established company.

Highlights of Qualifications:

•Proficient with SQL Server, Business Objects, Cognos, Hyperion

•Good understanding of business process analysis, system analysis and data analysis

•Ability to Organize sales data and develop data spreadsheets

•Ability to research, analyze and leverage data from a wide range of internal and external sources

•Excellent analytical and critical thinking skills

•Ability to work in a cross-functional and matrixed environment

•Excellent communication and interpersonal skills

Professional Experience:
Marketing Business Analyst
Polycom, Inc., Atlanta, GA
August 2005 – Present

•Developed and prepared business plans and models to support market requirements and go-to-market plans.

•Developed market segmentation and business analysis, competitive analysis (financial), core offer positioning (financial).

•Developed and presented all Market and Products financial data with marketing Manager.

•Proficiently lead all financial and operational projects for Markets and Products.

•Identified new business methodologies to improve efficiencies, lower costs and improve revenues and margins.

Marketing Business Analyst
Apex Systems Inc, Atlanta, GA
May 2000 – July 2005

•Analyzed and reported marketing and sales pipeline.

•Monitored and forecasted trends.

•Identified issues and obstacles in the marketing pipeline.

•Recommended solutions to Marketing and Business Management team.

Education
Masters Degree in Marketing
Georgia State University, Atlanta, GA
Bachelors Degree in Economics
University of California, Berkeley, CA