Luna Beksa
Online Business Owner

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WORK EXPERIENCE

Sew-phisticated Historical Fashions - Online Business Owner
2019 - current   Denver, CO

- Founded business based around historical clothing, sewing patterns, and 6-week online historical sewing courses
- Grossed an average of $320K per year since opening
- Designed WordPress website to sell products, post blog entries, and answer historical fashion questions, increasing reach by 309%
- Grew a loyal client base of 360+ members through community outreach, networking on history sites, and an active online presence
- Crafted monthly email newsletter and Facebook marketing campaigns that generated 410+ leads per month
- Hired 3 employees to handle website analytics, accounting, and basic sewing tasks, increasing efficiency by 84%

Western Governors University - Data Analyst
2014 - 2019   Denver, CO

- Drafted cohort analysis project, identifying a 28% price reduction capacity for certain users, boosting yearly revenue by $560K
- Implemented data reporting system on product prices and suggested changes, increasing CLV by $439 per customer
- Created A/B experiment to test new blog pages, increasing conversion rate by 400 basis points
- Established customer survey system and documented data into reports to distribute into marketing funnels and update KPIs
- Conducted predictive analysis to forecast product trends

EDUCATION

University of Colorado, Boulder - Bachelor of Science, Computer Science
2006 - 2010   Boulder, CO

SKILLS

Microsoft Office; Written Communication; Data Analysis; SQL; SEO; Google Analytics/AdWords; Project Management; Python