

# LUNA BEKSA

## Online Business Owner

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☎ (123) 456-7890

📍 Denver, CO

## WORK EXPERIENCE

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### Online Business Owner

#### Sew-phisticated Historical Fashions

📅 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%

### Data Analyst

#### Western Governors University

📅 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

### Marketing Data Analyst

#### Frontier Airlines

📅 2010 - 2014 📍 Denver, CO

- Monitored budget data versus the number of met marketing/sales KPIs to reduce spending, saving company \$34K
- Presented findings and marketing strategy recommendations
- Collaborated with 3 departments to identify and remedy areas for SEO improvement, boosting site visitation by 77%
- Implemented automated data cleaning software, increasing efficiency by 29% and decreasing errors by 89%

## EDUCATION

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Bachelor of Science

Computer Science

University of Colorado, Boulder

📅 2006 - 2010

📍 Boulder, CO

## SKILLS

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