

Demir McRae

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SUMMARY

Data-driven Senior Business Operations Associate that has over 2 years of experience analyzing data for senior-level staff and building dashboards for different members of the Sales, Customer Success, and Business Operations teams. Master's Degree in Business Analytics with experience in SQL, Python, R, Looker and Tableau.

WORK EXPERIENCE

Integral Ad Science

New York, NY

Senior Business Operations Associate

October 2023 – Present

- Built a Time to First Impression Looker dashboard to measure speed to activation of the product
- Pulled 2023 revenue data from Looker to forecast 2024 revenue and capacity outcomes based on strategic decisions made on account ownership
- Designed 8 KPIs and create corresponding Looker dashboards and Salesforce reports for the upcoming 2024 Service Strategy
- Conducted analyses of the self-service tier of the business to determine the team's capacity to take on more tasks in 2024
- Expanded the self-service client segment to \$7.5MM globally
- Served as the SME KPI tracking for the Sales and Customer Success teams

Business Operations Associate

May 2022 – September 2023

- Synthesized data from multiple sources (Salesforce, Looker, spreadsheets) to develop a strategy to grow mid-tier revenue by an estimated \$2.2MM by 2024
- Developed and design capacity dashboards within Looker for Sales and Customer Success team leads to optimize the capacity of our revenue-focused teams within 1 quarter
- Utilized Python to build an algorithm to tier 15,000 clients across 3 regions and determine the level of service we would provide for the following 6 months
- Created a saturation score proof of concept to help identify whitespace within accounts and improve talent/account alignment

Sales Operations Intern

September 2021 – May 2022

- Assisted in the creation of an automated system within Salesforce to keep track of preferred pricing within DSPs over the course of 3 months
- Mapped over 1000 seats using Google Sheets from DV360 and The Trade Desk to accounts within Salesforce
- Loaded over 1000 instances of a new Pre-bid Seat ID object into Salesforce using Salesforce Dataloader

3DBear

New York, NY

Growth Hacking Data Analyst

February 2020 – April 2020

- 10-week internship program where virtual/augmented reality companies partner with the RLab to pick students in the selected cohort
- Helped company exceed Monthly Average User goal of 15,000 for Q1 2020
- Presented in-app behavior analyses and recommendations to the Growth Hacking Team at their weekly meetings to guide product development

PROJECTS

Netflix Revenue Dashboard | dmcrae.co/2024/01/17/netflix-2022-q1-2023-data/

- Built a typical revenue dashboard using Netflix 2022 & Q1 2023 data

EDUCATION

Baruch College/CUNY, Zicklin School of Business

New York, NY

Master of Science in Business Analytics, GPA: 3.87

December 2022

Specialization: Data Analytics

Baruch College/CUNY, Zicklin School of Business

New York, NY

Macaulay Honors College

December 2020

Bachelor of Business Administration, GPA: 3.81

Major: Statistics and Quantitative Modeling

- Macaulay Honors College is CUNY's honor college that awards a full four-year scholarship based on academic excellence and merit