

## DEBORAH OLAMIDE OYEYEMI

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Highly motivated Business Analyst with a strong foundation in sales, marketing, and data analytics, adept at transforming complex data into actionable insights that drive strategic decisions. Experienced in leveraging tools such as SQL, Power BI, Excel, and Alteryx to optimize business processes, enhance customer experiences, and support data-informed growth. Known for cross-functional collaboration, attention to detail, and a proactive approach to problem-solving.

### EDUCATION

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**Master of Science (M.S.) in Business Analytics and Information Management**  
University of Delaware

November 2024  
Newark, Delaware

**Bachelor of Science (B.S.) in Economics**  
Lagos State University

May 2019  
Lagos, Nigeria

### CERTIFICATIONS

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**Excel for Financial Planning and Analysis (FP&A)**

January 2025

**Qlik Sense Business Analyst Certification**

November 2023

**Alteryx Designer Core Certified**

October 2023

**Certificate in Professional Marketing (CIM, UK)**

April 2022

### COMPUTER AND LANGUAGE SKILLS

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- Advanced Excel (V-Lookup, Pivot tables, Macros), SQL, R, SAS, Alteryx, Qlik Sense, Lucid Chart (ER Model), Python, Tableau
- Graphic Design (CorelDRAW, Photoshop, Canva, Figma)
- SEO, Social Media Management, Email Marketing, CRM, Google Analytics, Salesforce
- English (Fluent)

### WORK EXPERIENCE

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**Credit Assistant Specialist**

Feb. 2025 – Present

Bank of America

Newark, DE

- Engage customers with past-due credit accounts by actively listening, reviewing account history, and understanding their unique financial situations.
- Provide tailored solutions and repayment options that align with customer needs while offering personalized assistance in line with compliance and company policies.
- Accurately document customer interactions and resolutions, supporting better decision-making and contributing to improved repayment rates and enhanced customer satisfaction.

**Business Analyst Intern**

Mar. 2024 – Jun. 2024

Teleperson

Remote

- Utilized tools such as Excel, SQL, and Power BI to analyze data trends and create detailed dashboards that provided actionable insights for decision-making.
- Worked closely with stakeholders to document business requirements, develop process workflows, and deliver data-driven recommendations to optimize communication solutions.

**Head of Product Marketing and Growth Operations**

Sep. 2021 – Dec. 2022

ProconnectPAY

Lagos, Nigeria

- Trained and developed a sales team of 12 associates in products, selling techniques, and procedures.
- Led the development of a sales training curriculum and training process that resulted in an 80% increase in sales.
- Led information workshops with different client groups.

- Led the strategy and execution of a multifaceted social media marketing campaign that increased the company's profit by 99%.

**Sales & Marketing Specialist - Remote**

Nov. 2021 – Dec. 2022

Parrot Media Consultants - A Public Relations and Advertising Company.

Fort Worth, TX

- Provided bespoke media services customized to meet clients' financial constraints and desired outcomes.
- Strategized and executed targeted marketing campaigns to enhance brand visibility and attract potential customers.
- Analyzed market trends and consumer behavior to develop innovative advertising strategies that aligned with clients' objectives.
- Collaborated with cross-functional teams to coordinate the seamless execution of advertising campaigns.
- Leveraged industry contacts and networking opportunities to expand business partnerships and generate new leads.

## **VOLUNTEERING**

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**St. Jude Children's Research Hospital**

I volunteer with St. Jude Children's Hospital by writing heartfelt e-cards to children and their families, providing comfort and support during challenging times.

**Food Bank of Delaware**

Through my work with the Food Bank of Delaware, I helped to fight hunger and food insecurity in local communities, supporting those in need and promoting a more equitable food system.

**Mother, Baby, and Beyond**

As a passionate advocate for maternal and child health, I volunteered with Mother, Baby and Beyond, providing support and resources to families and promoting healthy outcomes for mothers and babies.

**SOS Children Villages**

Through my involvement with SOS Children's Villages, I contributed to providing care and support to vulnerable children and families, helping to create a more nurturing and protective environment for those in need.