

nicolas mendler

innovative ✧ analytical ✧ resourceful

|| 3441 16th Ave S || (504) 428-8842 ||
|| Minneapolis MN || nickmendler@gmail.com ||

SUMMARY

An adaptable process-builder, collaborative communicator and versatile problem-solver with 3+ years experience in data collection, wrangling, analysis and presentation. I have developed and tracked SaaS KPIs, evaluated and implemented new pricing strategies, and built internal tools and dashboards to improve the efficacy of sales and marketing operations. I thrive on supporting decision-makers with actionable insights to ensure that the most impactful opportunities are seized.

EXPERIENCE

|| Operations Specialist ||

Mellow Boards GmbH || Mar 2016 — present || Hamburg, DE (freelance remote)

KEY ACCOMPLISHMENTS

- ◆ Integrated e-commerce Website with CRM tool to eliminate manual lead and opportunity creation, cutting time spent on CRM admin in half
- ◆ Streamlined communication between the operations team, accountants and external shipping provider by automating the data flow of orders, users and serial numbers between the stakeholders
- ◆ Generated leads for investor outreach, resulting in bridge financing of 400€K

|| Web Marketing Specialist ||

ValueConnected || Feb 2016 — Oct 2016 || Amsterdam, NL (freelance remote)

KEY ACCOMPLISHMENTS

- ◆ Increased RFPs by 50% and newsletter subscriptions by 300% by AB-testing email marketing content, conducting webinars
- ◆ Conceptualized and developed a web application to aid medical device vendors in creating coherent market access and commercialization strategies
- ◆ Updated and maintained Website and blog

|| Sales and Marketing Analyst ||

itembase, Inc. || Sep 2013 — Feb 2016 || Berlin, DE

KEY ACCOMPLISHMENTS

- ◆ Increased average client lifetime by 5 months and reduced annual churn by 25% by analyzing cohorts and transactional data, creating marketing profiles and scheduling targeted client offers
- ◆ Tripled average revenue per client by analyzing the pricing strategy and client acquisition break-even points and implementing a subscription plan
- ◆ Developed internal tools to automate KPI tracking and visualization, sales funnel analysis and lead pre-qualification, improving efficiency by saving time previously spent in meetings and on laborious data entry tasks

EDUCATION

|| University of North Carolina at Chapel Hill ||

Class of 2009 || Chapel Hill, NC

B.A. JOURNALISM AND MASS COMMUNICATION - MULTIMEDIA JOURNALISM

B.A. POLITICAL SCIENCE

SERVICE

|| AmeriCorps House Captain ||

Rebuilding Together New Orleans || 2011 || New Orleans, LA

KEY ACCOMPLISHMENTS

- ◆ Supervised more than 300 volunteers in rebuilding projects on 16 historic homes
- ◆ Lead 10 volunteers as part of the Department of Housing and Urban Development's Building Healthy Homes Conference in Denver's Barnum neighborhood
- ◆ Co-lead the defective drywall remediation team after its discovery in New Orleans

SKILLS

Technologies	Soft Skills	Languages
Google Analytics	Strategic planning	English (native)
SQL/Postgres	Information synthesis	German (fluent)
Python/Numpy/Pandas	Flexibility	French (intermediate)
Close.io/Salesforce	Leadership	
Sendgrid/Mailchimp	Training	
Tableau	Communication	
HTML5/CSS3	Process engineering	
Javascript/Google Apps Script	Collaboration	
Jira	Organization	
Wufoo	Presentation	
MS Excel/Powerpoint/Word	Creative thinking	

REFERENCES

Available upon request