

# MIGUEL OLIVEIRA

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## PROFILE

Driving growth through data-backed strategy. Analyst & Strategy Professional turning complex data into actions that boost revenue, streamline operations, and strengthen competitive advantage. Proven success across SaaS, IoT, and CPG through business intelligence, process optimization, and strategic partnerships.

## PROFESSIONAL EXPERIENCE

**Alarm.com** - SaaS & Internet-of-Things Company  
*Sales Operations Analyst*

*Tysons, VA*  
May 2024 - Present

- Oversee sales reporting and data analysis by generating detailed reports, building dashboards, and delivering actionable insights to drive strategic decision-making and improve team efficiency
- Streamlined quarterly commission calculations, cutting reporting turnaround by 50%, eliminating errors, boosting sales rep satisfaction, and accelerating revenue recognition
- Developed an MSA targeting strategy by analyzing metro-area data, identifying underserved markets, and setting performance benchmarks to guide sales growth. Produce reports to track progress and lead monthly discussions with the VP of Field Sales and Regional Managers to identify improvement areas
- Rebuilt sales reporting infrastructure by auditing and consolidating 100+ outdated dashboards, boosting stakeholder efficiency and giving leadership immediate access to critical performance data
- Enhanced partner sales enablement by leading the revamp of the Partner Success Plan, producing a 90+ slide resource with product insights and adoption metrics that directly increased partner-driven revenue
- Merit raise for strong performance within 9 months of starting role at the company

**Enterprise Mobility** - Mobility & Transportation Services Company  
*Management Trainee*

*Arlington, VA*  
October 2022 - July 2023

- Managed sales, business development, customer service, and operations, building client relationships, and implementing strategies to drive revenue and improve service performance
- Achieved consistent top sales performance, ranking in the top 10% out of 200+ Management Trainees in the Washington, DC group for 5 consecutive months
- Drove a 15% year-over-year increase in sales by collaborating with team members to identify cross-selling opportunities and develop promotional campaigns, consistently surpassing historical sales targets
- Awarded the Triple Crown Award 8 times for consistently exceeding corporate benchmarks in sales, customer service excellence, and revenue growth

**I-D Foods** - Specialty Food Importer & Distribution Company  
*Commercial Marketing Intern*

*Montreal, QC*  
May 2021 - July 2021

- Assisted a Key Account Manager in retail and commercial marketing initiatives for Canada's largest full-service specialty food importer, distributor, and brand management company
- Streamlined and organized retail data in Excel, resulting in a 20% reduction in audit time and allowing for more efficient analysis of inventory management
- Conducted competitor price audits and market trend analysis, presenting in-depth findings and price change recommendations to the VP of Marketing, that aimed to increase average margins by 5%

## EDUCATION

**Career Foundry** - Project-Based Data Analytics & Career-Launch Program  
Certification in Data Analytics

August 2023 - March 2024

**James Madison University**  
Bachelor's in Business Administration Management & Economics

August 2018 - June 2022

## SKILLS

**Tools:** MS Office, Excel/Google Sheets (Advanced), Salesforce CRM, Jira, Tableau, SQL, MicroStrategy  
**Business Competencies:** Data Analysis, KPI Reporting, Market Research, Revenue Growth Management, Process Improvement, Data Visualization & Dashboard Development, Data Storytelling, Strategic Planning

## LANGUAGES

Portuguese (Native Proficiency), English (Native Proficiency), Spanish (Working Proficiency)