

Calvin Sauveur

Manager, Analytics – Zenith ROI Media

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New York City, NY, United States

Summary:

I am an accomplished analytics & market research professional with 6 years extensive experience in IT, account management, and digital analytics. My tech stack consists of SQL, Python, Tableau, Google Analytics Suite, & Microsoft Suite. Due to my resourceful and inquisitive nature, I am driven to contribute to others in an impactful way.

Professional Experience

Zenith ROI Media

Manager, Analytics – VM1 Account

New York City, NY – United States

Mar 2024 — Current

- Maximize campaign reporting accuracy via quality assuring API connections & data from Yahoo Ads, Google DV360 & Facebook ad publishers as well as Publicis Internal Data Lake, flagging notable discrepancies to the VM1 data engineering team.
- Produce daily analysis cross comparing clients' creative ads cost differences while sharing additional insight to BI analytics, and data engineer team.
- Chartering an array of analytical reports detailing CTV, & Linear ads spend trends across advertiser publishers utilizing iSPot.tv for insights & MS PowerBI for data visuals for later distribution to the internal media investment & strategic partnership executive leaders.

Research Manager, Competitive Intelligence

July 2022 — Mar 2024

- Managed, QA, and led the delivery of weekly, monthly, & quarterly financial analytic models of the top performing category creative ads campaign across traditional and digital media channels for Inspire, Lululemon, & Gulf State Toyota clients' accounts.
- Conducted Ad-hoc market research, & mix-media analyses with aggregated data from Vivvix, MediaMonitor, & Pathmatics to detail industry shifts in ad inventory investment with insights shared with external and internal stakeholders.
- Maximized MS Excel, MS PowerPoint, and MS Power BI to create detailed financial models & market projection reports detailed data visuals for Inspire, Sonic, & Lululemon accounts, reducing overall clients' cost by 4-5% on a quarterly basis.

Barkley

Digital Analyst

Remote, NY – United States

October 2021 – February 2022

- Consolidated cross-platform tracking via custom Google Tag configuration of the clients' mobile apps, URLs, multimedia campaigns, and other digital properties for Manhattan College, Baruch, Stanford University, and Subway clients' accounts.
- Streamlined ETL process utilizing SnowFlake, & Tableau Developer to strengthen cloud data pipeline into new or current Tableau dashboards with KPIs metric customized based on clients' instructions.
- Led ad-hoc mobile app integration for clients' account, utilizing Google Analytics & Google Tag Manager simultaneously to connect the clients' social media platforms to GA properties leading to a more detailed view of overall user demographic.

NielsenIQ

Analyst, Client Success

Remote – United States

October 2020 – November 2021

- Provided ad-hoc analyses on clients' buyer demographics, via utilizing internal Business Solution tools Homescan, Omnishopper, & Connect, resulting Heineken, Campari, Pernod Ricard, and Dasani Clients' accounts improving target marketing accuracy over 6 months by 15%.
- Teamed up with a data engineer & product development team when leveraging quantitative and qualitative data on the CPG Beverage category.
- Developed a market research report cross-comparing clients' competitive set' latest beverage product innovations, to inspire strategic decision-making amongst clients' marketing team.

Education

- **State University of New York College at Buffalo** - Business Administration, B.S. in Management and Operations
- **COOP Careers, New York City** - Data Modeling/Warehousing and Database Administration Certificate of completion

Skills

- Google Analytics • Tableau (Business Intelligence Software) • SQL (Programming Language) • Financial Analysis • Web Analytics • MS Excel • MS PowerBI • Financial Modeling • Google Tag Manager • Google Ads • Google Big Query

Certifications

- Google Data Analytics Certification - [Credential Source](#) | The Trade Desk Edge Academy Certified: Data-Driven Planning - Credential Sources | Amazon Advertisement Fundamentals - Credential Sources | Market Research B2B | Certificate of Completion – Learning Python | Certificate of Completion – Foundation of AI-Powered Search Ads