

Iman Baghai

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425.443.8914

SKILLS

Technical

R, Python, SQL, D3

Analytical

business analytics, dashboarding,
marketing analytics, user research,
statistical analysis, KPI creation

Strategy

Marketing and Business strategy,
CLV, business case creation

ACTIVITIES

CFA Level 2 Candidate

Executive-Editor, Washington
Undergraduate Law Review (2015 –
June 2017)

PWC UW Cyber-Security Case
Competition Winner (May 2016)

EDUCATION

University of Washington

September 2013 – June 2017

B.S. Informatics: Data Science

B.A. Political Science (Honors)

EXPERIENCE

Google Cloud (Domains), Strategy & Analytics Lead (via Accenture)

June 2017 – Present in San Francisco, CA

Built a business plan to pitch and be awarded a “go-big” investment from C-Suite to take a \$50 million business line to \$200 million by 2020

Led a team of industry consultants to conduct a qualitative and quantitative study to understand Domains brand awareness, purchase journey, and build a product and awareness go to market strategy

Led a team of research vendors to conduct and create a secondary research competitive landscape research partner marketing go to market plan.

Worked with cross-functional teams to consolidate and enhance Google Maps reporting and dashboarding capabilities.

Accenture, Consulting Analyst Intern

June 2016 – September 2016 in Sacramento, WA

Supporting the state of California on a predictive fraud analytics project for food stamp recipients. Created current state of the predictive fraud analytics program and presented findings and optimizations to project leadership.

UW Information School, Teaching Assistant

September 2015 – June 2017 in Seattle, WA

Teaching assistant for R programming, Intro to SQL, and Advanced SQL courses. Assisted in creating courses materials, delivering the course materials, and leading sections of 40 students.

Liberty Mutual, IT Intern

June 2016 – September 2016 in Seattle, WA

Built a proposal to improve the internship program presenting it to Sr. Leadership. Found insights on application deployment success metrics using Tableau.