

# Antwon Levi James

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## Business Analyst | Summary

Business Analyst with 3.5 years of experience leading cross functional teams in the development, documentation and delivery of innovative solutions. Seeking a stable position in a company to leverage skills and experience to provide cost-effective, valuable business outcomes.

### Core Competencies

- Project Management, Agile Scrum, Spiral, RAD
- UX Analysis, Systems Analysis
- Process Modeling, Business Process Modeling Notation
- Enterprise Content Management Systems
- Product Development
- Requirement Elicitation
- Business Requirement Documentation
- User Story Creation

### Technical Skills

- Dream Weaver, Photoshop, Illustrator
- Jira, Personify, Coveo, Basecamp, Wrike
- SEO, SEM, AdWords
- SQL, Tableau, R.
- Business Case Writing
- Story Writing
- Hootsuite, SEM Rush
- Brand Watch
- Google Analytics
- Sitecore, Drupal
- Stakeholder Communication
- Writing User Acceptance Criteria

## Professional Experience

### Institute of Food Technology

Chicago, IL. | December 2018 – August 2019

#### *Business Analyst II - [Contract Position]*

- Utilized multiple enterprise content management systems to quality assure and facilitate a site migration.
- Advised and implemented best practice SEO strategies to lower bounce rate, and increase time on page.
- Gathered requirements in order to facilitate product development for mobile application deployment in Q2/19.
- Developed and split epics into user stories with user acceptance criteria for mobile application deployment.
- Produced accurate reporting and tracking of all digital properties using Google Analytics for sales team leverage.

### SapientRazorfish

Chicago, IL | September 2017 - May 2018

#### *Business Analyst I - [Contract Position]*

- Managed digital assets for all website content publishing in the ALDI US content management system.
- Optimized internal workflow processes via data to mitigate any issues and remove impediments in work.
- Facilitated project management to ensure all website iterations were executed in a timely manner per the ALDI client.
- Worked with project team to organize and force rank requirements from project backlog into sprints.

### AJLM Branding

Iowa City, IA. | October 2016 - August 2017

#### *Business Analyst - [Contract Position]*

- Gather all requirements for digital projects to recommend and implement digital marketing/branding solutions.
- Optimized on-page SEO and decreased bounce rate of various pages by 80%.
- Developed a data-driven social media strategy that produced an ROI of \$2,739 for Buzz Salon in Q1/17.

### Mabbly Digital

Chicago, IL. | Summer of 2015

#### *Digital Marketing Strategy Internship*

- Developed a social media campaign that sold 80+ TechWeek Chicago tickets. Fostered skills of brand storytelling, digital strategy, project management. Facilitated digital marketing campaigns for 8 various Mabbly clients.

## Education

B.A. Communication Studies - UNIVERSITY OF IOWA

Iowa City, Iowa – 2017

## Certifications

Scrum Fundamentals Certified (SFC™) | Google Analytics |