



ANTWON JAMES

SR. DIGITAL BUSINESS ANALYST

- 📞 312-973-7073
- ✉ antwonlevijames@gmail.com
- 🌐 www.antwonjames.com
- 🏠 1000 South Clark St. Chicago IL. 60605

PROFESSIONAL SUMMARY

My primary focus is strategizing, validating, and delivering digital solutions to produce positive business outcomes; which has given me experience leading software projects for mobile apps and websites.

CAREER EXPERIENCE

Product Development · Agile Project Management · Product Strategy · Digital Marketing · eCommerce

SR. DIGITAL BUSINESS ANALYST

Interpark - PreFlight Airport Parking *Dec. 2019 to Present*

- Developing the annual product roadmap centered around conversion rate optimization for the eCommerce website and iOS/Android mobile apps while leading an agile cross-functional scrum team in delivering all projects.
- Facilitating communication as the voice of the customer between executive and technical subject matter experts to resolve affairs for all PreFlight's business markets.
- Monitoring API, app, and website metrics to recommend product enhancements, understanding the digital business's health, and identifying problematic areas digitally and operationally.
- Maintaining and writing all customer email communication for a growing list of over 500,000+ subscribers for PreFlightairportparking.com.
- Ensuring quality assurance planning and product testing.
- Providing product support as the main point of contact for brand marketing and customer issues regarding onsite point of sales technology, website, and the iOS/Android mobile app.

JR. BUSINESS ANALYST

Institute Of Food Technologists *Sep. 2018 to Nov. 2019*

- Wrote all user stories for the IFT iOS/Android IFT19 event app.
- Provided front-end web development within various enterprise content management systems for a web migration from Drupal to Sitecore.
- Utilized Google Analytics and Chrome Lighthouse to identify performance enhancements that increased sign-up conversion rates by 26.2% for IFT Connect members

DIGITAL CONTENT MANAGER

SAPIENT RAZORFISH *June 2017 to May 2018*

- Facilitated agile project management to ensure the scrum team was on pace for the web release using a story burn-down chart.
- Structured the front-end HTML of the ALDI website within the content management system TYPO3.
- Quality Assured all image and video content to be published on the ALDI (US) website.

CAREER HIGHLIGHTS

- Developed a conversion rate optimization roadmap for the PreFlight website redesign and refactor that produced a 2.14% purchase conversion rate increase, equating to an additional 2.2K in units sold per month.
- Refactored all guest automated emails and streamlined member signup features, which accounted for a 35% increase in account sign-ups. Resulting in back-to-back record-setting years in new PreFlight accounts from 2021 to 2022.

ACADEMIC BACKGROUND

- **CONCORDIA UNIVERSITY CHI.** *2012 to 2013*
COMMUNICATIONS
D3 Track & Field Athlete (All-American)
- **LOYOLA UNIVERSITY CHI.** *2013 to 2016*
MARKETING
D1 Track & Field Athlete (Team Captin)
- **UNIVERSITY OF IOWA** *2016 to 2017*
B.A COMMUNICATIONS
D1 Track & Field Athlete (All-American)