

Afrah Boateng

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EDUCATION

Wesleyan University, Middletown, CT

May 2020

Bachelor of Arts, Major: Economics, Minor: Film Studies

Awards and Honors: **Deans List**, 2018 & 2020; **Davis Projects for Peace**, 2019 (awarded \$10,000 for outstanding grassroots project); **Mosaic Award**, 2018 (for raising awareness through educational initiatives on issues of social justice). **Wesleyan Green Fund Appointee**, 2018 (managed \$60,000 fund for green initiatives).

PROFESSIONAL EXPERIENCE

Synchrony, New York, NY

July 2020-Present

Awards and Honors: **Innovation in Analytics Award**, Growth, 2024 (for developing merchant attrition tool); **Outstanding Star Award**, Analytics, 2023 (for seamlessly assuming an analytics portfolio leader role amid a sudden departure); **Outstanding Star Award**, Black Experiences+ Network, 2022 (for ideating innovative business ventures; pitched to CEO Brian Doubles); **Outstanding Star Award**, Pride+ Network, 2023 (for orchestrating a successful in-person event and promoting inclusivity in the workplace).

AVP II, Cross Platform Strategy & Business Development, New York, NY

Jan. 2024-Present

- Mentored a data analytics intern through a 3-month project analyzing cardholder purchase distances by merchant category, receiving positive feedback on management skills and contributing to the intern's successful performance.
- Leading analytics for ~200K client portfolio, conducting AB tests for campaign analyses.

AVP I, Cross Platform Strategy & Business Development, New York, NY

July 2022-Dec 2023

- Supporting 60+ portfolios as well as central strategic initiative teams by proactively providing analytics solutions that drive strategic changes to marketing and general platform strategy.
- Accurately predicted a sales drop of \$50M across 3,000 merchants using a CHAID decision tree technique.

Business Leadership Program Rotation 3 – CareCredit Analytics, Costa Mesa, CA

Nov. 2021-Jun. 2022

- Developed a predictive model to forecast behavior of over 200K providers.

Business Leadership Program Rotation 2 – Digital Insights & Analytics, Stamford, CT

Mar. 2021-Oct. 2021

- Managed digital tracking, measurement, and reporting for nationwide launch of Debt Cancellation product for PayPal Credit's digital platform, servicing 8M+ cardholders, resulting in 50,000 enrollments in the first 60 days.
- Lead analytics for AB testing of paperless-statements campaign, leading to a 50% YOY lift in new e-statement enrollments.
- Collaborated with stakeholders across 3 Agile teams in engineering and product, groomed stories, and tested functionalities prior to release.
- Measured the impact of servicing email alerts on customer calls by analyzing the alert and call records of over 500,000 Verizon customers upon release of new alerts platform.

Business Leadership Program Rotation 1 – Home & Auto Client Analytics, Chicago, IL

July 2020-Feb. 2021

- Spearheaded measurement of new digital contactless application technology by analyzing application data in 2,500 stores. Reported insights directly to Mattress Firm.
- Utilized Python, SAS, SQL, Tableau, and Adobe Analytics to develop weekly/monthly reports for 12 major furniture clients including Mattress Firm, Ashley Furniture, Sleep Number, and Rooms-To-Go.

Harvard University, *Undergraduate Researcher*, Cambridge, MA

Summer 2019

- Utilized the R statistical package to analyze over 12 multinational datasets and conduct research on the economic impacts of education policy.

LEADERSHIP EXPERIENCE

Analytics Elevate Committee Career Development Pillar, *Co-Lead*, Remote

Jan. 2023-Feb. 2024

- Launched the first joint US and India quarterly Analytics Awards ceremony.

Girls Who Code, *Volunteer*, Remote

July 2020- Present

- Lead an engaging workshop on personal branding, drawing an audience of 50 GWC members.
- Played a pivotal role as the curator for a captivating pop-up NFT Art Studio, adding a unique creative touch to the GWC 10-year anniversary celebration.

SKILLS

Computer: Proficient in SQL, SAS, R, Tableau, Python, STATA, Jira, Adobe Analytics, and Microsoft Office.

Language: Twi (Fluent), French (Conversational), American Sign Language (Conversational).

Soft Skills: Strong communication skills, time and project management, collaborative leadership, business intelligence.