

Avi Maderer

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CODING and ANALYTICS

Google Suite	● ● ● ● ●
Excel	● ● ● ● ●
Python	● ● ● ● ○
Visual Basic	● ● ● ● ●
Tableau	● ● ● ○ ○
SQL	● ● ● ● ○
HTML	● ● ● ○ ○
R	● ● ● ○ ○
Java	● ● ● ○ ○

SPREADSHEET EXPERTISE

- Automated Reports
- VLookup, HLookup
- Pivot Tables
- Numerical and Text Data Formulas and Functions
- Cross Application Automated Data Extraction and Insertion
- Data Analysis

OVERVIEW

Highly motivated and accomplished **Data Analyst/Excel Expert/Project Manager** with vast experience and varying skills from across a broad range of positions and industries. Thrives on gaining in-depth knowledge of new tasks and areas of responsibilities to find and implement best solutions. Resourceful in overcoming obstacles to achieving desired goals.

RECENT PROJECTS

- *S&P 500 Best Performers Stock Selector (Python)*
- *Real-Time Stock Buy/Sell Signal Analyzer (Google Sheets)*
- *Online News Translation, Summarization, and Sentiment Analysis Engine (Python)*

KEY ACHIEVEMENTS

- Automated and Optimized Stock Market Research & Analysis for Medium Wealth Advisory Firm
- Planned and implemented year-to-year portfolio of over \$2 Million annual high-end tourist packages
- Designed and implemented world renowned university annual conference registration system
- Doubled world-class investor conference sponsorship volumes and revenues within 4 months
- Optimized Marketing Research & Sales Process for Venture Capital Event Producer
- Planned, Optimized and Executed Weekly segmented email sales campaigns of over 300,000 subscribers

PROFESSIONAL EXPERIENCE

21st Century Advisors August 2022 to Present

Investment Portfolio Automation Lead

DATA PROJECTS

- *Real-Time Stock Momentum Analyzer (Google Sheets)*
- *Automated Lead Mining Tool (Python)*

IGT – Israel Global Travel May 2018 to Present

High End Tour Operator - Jerusalem, Israel

DATA PROJECTS

- Automated Reports of Conference Registration (VLookup, VB Coding)
- Financial Tracking and Invoicing (Cross-Sheet Lookups, MS Access Import/Export)
- Conference Hotel Room Inventory Control
- User/Roll Based Automated Reports

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OURCROWD

Sep. 2017 to Mar. 2018

Director of Event Partnerships - Jerusalem, Israel

DATA PROJECTS

- Conference Sponsorship Leads and Sales Tracking
- Sponsorship Payment Tracking
- Sponsorship Deliverables Tracking

EYE CARE PRO

Feb. 2016 to Sep. 2017

Web Marketing Strategist - Jerusalem, Israel

DATA PROJECTS

- Client facing results based marketing

SACHLAV – BIRTHRIGHT/MASA/ISRAEL TOURS

Dec. 2014 to Feb. 2016

Director of Marketing - Jerusalem, Israel

DATA PROJECTS

- Student Internship Placement Database
- Marketing Plans
- Marketing Goals and Results Tracking

YOUNGSTARTUP VENTURES (Venture Capital Conferences) Sep. 2008 to Dec. 2014

Marketing and Operations - Jerusalem, Israel

DATA PROJECTS

- Lead Research Automation (2,000,000 records, MS Access Import/Export, Automated Duplicate Checking, Automated Market Segmented Weekly Email Blasts)
- Automated data extraction and conversion from 2 dimensional table based Excel structure to Database-Ready relational structure

TARGUM PRESS

Nov. 2009 to May 2010

Marketing Director - Jerusalem, Israel

RUBENU –ISRAEL SOCIAL NORMS

Nov. 2004 to Jul 2008

Founder and Director - Jerusalem, Israel

EXPERTEASE SOFTWARE

Oct. 2001 to Dec. 2004

Manager of Quality Assurance - Jerusalem, Israel

DATA PROJECTS

- Build and maintain bug reporting MS Access Database
- Automated testing tools

NDS (Bought by Cisco)

Mar. 2000 to Jun. 2001

Quality Assurance Engineer - Jerusalem, Israel

DATA PROJECTS

- Satellite Transmission Data Retrieval and Interpretation
- Automated testing tools

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LIVE PICTURE CORPORATION

Jan. 1997 to Jan. 2000

Manager of Quality Assurance - Jerusalem, Israel

DATA PROJECTS

- Build and maintain bug reporting MS Access Database
- Automated testing tools

SUPERSTUDIO LTD.

Mar. 1995 to Dec. 1996

Operations Manager - Quality Assurance - Jerusalem, Israel

ALGOOD CASTERS LTD.

Nov. 1992 to Jul. 1994

Technical Sales Consultant - Toronto, Canada

BNEI AKIVA/CAMP MOSHAVA

Aug. 1990 to Oct. 1992

Executive Director - Toronto, Canada

DANBURY OFFICE INTERIORS

Sep. 1989 to Aug. 1990

Account Executive - Toronto, Canada

GRAPHEX MARKETING INC.

Sep. 1986 to Aug. 1989

President - Toronto, Canada

EDUCATION

-Google Data Analytics Professional Certificate – 2022

-Stanford Introduction to Statistics Certificate - 2022

-Google Python Programming Certificate - 2022

-Jerusalem Coaching Institute - Life Coaching Certificate – 2014

-George Brown College, Toronto – Marketing Management Certificate – 1992 - 1994

-York University, Toronto – Judaic Studies/Physical Education Major – 1984 – 1987

LANGUAGES:

English, Hebrew, Yiddish

REFERENCES:

Excellent References available upon request