

Maia L. Gunn

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EXPERIENCE

Richemont North America

Grand Prairie, TX

Workforce Management Analyst

June 2023 – Present

- Utilize historical call volume data to identify trends and proactively recommend operational strategies, including FTE requirements and skillset needs.
- Deliver analysis and recommendations to executive management, enhancing service and staffing levels to accommodate portfolio growth.
- Monitor staff adherence to schedules, reported staffing data discrepancies, and collaborate with leadership to boost agent productivity.
- Develop and maintain WFM reporting through Calabrio and SAP BI, presenting call volume trends, forecasting results, and staffing summaries.

Cartier North America

Grand Prairie, TX

Product Service & Sales Lead

Feb 2021 – June 2023

- Analyzed information from data partners to identify trends and anomalies; consolidate and present findings to company leaders to address business strengths and opportunities
- Spearheaded the integration of multiple ecommerce projects (Salesforce, Mercury, RDV, etc.) to align with strategic business initiatives across international markets (EU, MEA, Asia)
- Generated \geq \$250K in quarterly revenue during tenure as Service Lead through trend analysis in client interactions to increase satisfaction and purchase intent

TCU College Advising Corps

Fort Worth, TX

College Adviser

July 2019 – May 2021

- Utilized a data-driven approach to post-secondary planning that increased the campuses' college application submission rate to 95% for the Class of 2020 and a college acceptance rate of over 90%.
- Mentored \geq 300 low-income, minority high school seniors in creating college access plans while maintaining updated student data profiles
- Created weekly visual student data reports of KPI progress via case management and reporting platform (GRACE) & Excel to share with college access partners

CERTIFICATIONS, TRAINING & TECHNICAL SKILLS

Technical Skills: Proficient in Coding/Programming (Python, SAS, SQL), Statistical Analysis (JMP, Excel), Data Management and Visualization (Power BI)

Certifications: COPC® High Performance Management Techniques, COPC® Mastering Workforce Management Certified Professional Manager

EDUCATION

Texas A&M University, Mays Business School

College Station, TX

Master of Science in Analytics

May 2024

Relevant Coursework

Strategic Analytics, Time Series & Machine Learning, Linear and Logistic Regression, Marketing Engineering, Data Warehousing, Machine Learning & Advanced Analytics Applications, Data Wrangling Tools & Techniques

Texas Christian University

Fort Worth, TX

Bachelor of Science in Communication Studies

May 2019

Minors: Comparative Race and Ethnic Studies, Sociology

Honors: LeaderShape Institute Participant, Robert M. Rogers Memorial Scholarship Recipient

COMMUNITY & VOLUNTEER ACTIVITIES

Project SEE

Dallas, TX

Finance Director

Sept 2022 – Present

- Analyze and present financial reports, manage cash flow, and oversee financial, project/program, and grants accounting.