

BRANDON HOPKINS

bhopkins332@gmail.com | 810-814-7158 | Grand Blanc, MI | [LinkedIn](#)

Data analyst experienced in delivering insights that drive product strategy, increase revenue, and improve customer satisfaction with a proven history of complex problem solving, cross-functional collaboration, and stakeholder communication.

EXPERIENCE

Enterprise Data Analyst | General Motors | Remote | Feb 2023 – Present

- Created automated dashboards to monitor customer engagement with digital products and drive product growth, resulting in a 30% increase in mobile app monthly active users, a 21% increase in onboarding engagement, and a 13% increase in mobile onboarding purchases.
- Established consistent data governance, defined KPI's across multiple websites/experiences, and developed dashboards to monitor and report health of the Account and eCommerce sites, which generate over \$1.9M in revenue each month, to leadership teams.
- Analyzed the customer journey and behaviors of over 200K new customers each month, and shared findings on digital engagement, customer pain points, and customer satisfaction / NPS with product team stakeholders to improve the onboarding and overall customer experience.
- Developed a dashboard to bring visibility to business and product team leaders that mobile onboarding OnStar purchases generated over \$50K per month. Baseline revenue reporting for that specific digital product was previously nonexistent.
- Created a metric for identifying and quantifying "lost" customers in the web experience, monitored the metric over time and collaborated with web design teams to implement A/B tests and design changes to improve the usability of the site.

Product Development Engineer | Molex | Rochester Hills, MI | Sept 2021 – Feb 2023

- Developed business unit dashboards that tracked project status, timing, and KPI's which improved overall business unit performance and efficiency.
- Facilitated a pilot program for company-wide transition to new DFMEA software, led cross-functional implementation efforts and automated a report that tracked project activities and status.

Design Engineer | Yazaki North America | Canton, MI | May 2016 – Sept 2021

- Performed predictive analysis using engineering software to optimize component performance, resulted in the first business opportunity for Yazaki in North America to manufacture stamped & formed FAKRA cable assemblies.

SKILLS

SQL | Power BI | Adobe Analytics | Heap | Qualtrics XM (VOC Analytics) | Looker | Tableau | Microsoft Excel | Data Visualization

EDUCATION

University of Michigan | Ann Arbor, MI
B.S. in Mechanical Engineering