

Ernest Joon Soo Sliter

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EDUCATION

The University of Texas at Dallas Richardson, TX
B.S., Management Information Systems

May 2017
GPA 3.90

EXPERIENCE

HP Inc.

April 2017 – Present

Product Management Analyst

- Forecasted Big Ink / CISS & Ink Advantage ink supplies and revenue at a WW level by combining Big Data usage and share with sell-in data, sell-out data, decay rates, and printer sales
- Analyzed and compiled the printer profitability & lifetime supplies revenue for Big Ink & Ink Advantage products by formulating the key 4-box assumptions for the ISF2 model
- Prepared the ink supplies 4-box models for CEO & executive reviews
- Currently lead the Global disAbility Business Impact Network

Catchafire

February 2016 – April 2017

Catchafire Pro Bono Professional

- CoderDojo NYC: Developed a 10-page business plan with a specific emphasis on growth strategies, market opportunities, and positioning by conducting a SWOT analysis and detailed competitor analysis
- Child and Youth Finance International: Increased sessions derived from paid search by **235%** through management and optimization of Google AdWords search campaigns with **\$10,000+** monthly budgets
 - Analyzed current product strategy including user flow & growth and provided recommendations concerning conversion tracking, navigation, landing page usage, and content strategy

Shell

May 2015 – August 2015

Business Analyst Intern

- Constructed an automated capacity planning spreadsheet to calculate the working capacity of a multinational Shell dev. team based on designated capacity assumptions, timeframes, etc.
- Automated **5** processes through the development of 5 VBA macros that reduced costs by **\$12,550**
- Initiated and managed the deployment of an application support web form for business user issues and requests that saved **150+** hours over the next 3 months

OpenSesame

June 2014 - July 2014

Marketing Intern

- Strategized with team to improve the readability and SEO of **80+** pages and reached **133%** of summer goal
- Managed multiple Facebook advertising campaigns that reached **6,000+** people and resulted in **300+** likes with a **5%** result rate and **\$.54 cost per like**
- Wrote one of the top **10** posts of the month for SitePoint, a website read by over **4** million developers

LEADERSHIP & ORGANIZATIONS

Management Information Systems Club

September 2013 – November 2015

Membership Team Lead

- Increased membership to **200+** students by increasing social media marketing efforts
- Promoted from Membership Officer to Membership Team Lead after the 2013 academic year

TECHNICAL SKILLS

Certifications: Google Analytics, Google AdWords, Hubspot Inbound Certification

Other: MS Excel

HONORS & ACTIVITIES

The Honor Society of Phi Kappa Phi, University of Texas at Dallas

October 2015