**[Product Analyst](https://www.postjobfree.com/resume/adzm6w/product-analyst-san-diego-ca)**

**Location:**San Diego, CA

**Posted:**December 09, 2023

**Contact Info:**

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**Resume:**

Lucas Mattox, MBA

San Diego Metropolitan Area

Experience:

Product Analyst, Gaming

Sensor Tower June 2021 - September 2023

San Diego, California, United States

- Spearheading efforts to drive greater insights in the mobile app industry.

- Building and maintaining one of the largest mobile game taxonomies on the market.

Inside Sales Engineer

Environmental Lights June 2018 - May 2020

Greater San Diego Area

- Managed over 100 accounts, exceeding monthly quotas and closing over $500k in sales.

- Optimized sales pipeline and outreach efforts by categorizing more than 10,000 accounts.

- Utilized Salesforce tools to personalize customer service and build strong relationships.

- Proactively identified new sales opportunities and collaborated with cross-functional teams.

Operations Associate

The NPD Group October 2016 - May 2018

Carlsbad, California

- Conducted primary research on over 3000 titles, optimizing research processes.

- Maintained database integrity to ensure data accuracy.

- Utilized data manipulation and visualization techniques to produce insights.

- Implemented AGILE practices to optimize workflow and deliver high-quality results.

Junior Researcher

EEDAR March 2016 - September 2016

Carlsbad, California

- Conducted primary research on new products and performed data analysis.

- Collaborated with team members to drive successful outcomes.

Education:

Master of Business Administration (M.B.A.), Business Intelligence

California State University San Marcos 2016 - 2017

Bachelor's in Economics

California State University San Marcos 2009 - 2014