

Troy Dixon Sand Springs, Oklahoma

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Portfolio: <https://www.DixonTulsa.com>

Professional Summary

Results-driven analytics and business professional with a Master of Science in Business Analytics from The University of Tulsa and a diverse background spanning data analytics, sales strategy, digital marketing, client relationship management, media production, and technology consulting. Experienced in Power BI, Python, R, Excel, ETL concepts, data visualization, CRM systems, and cloud-based workflows. Strong ability to communicate analytical insights to both technical and non-technical stakeholders while supporting operational and strategic business objectives.

Education

The University of Tulsa — Tulsa, Oklahoma

Master of Science in Business Analytics (MSBA) Graduated May 2026

Relevant Coursework:

Predictive Analytics | Data Mining for Business Analytics | Data Visualization Optimization and Decision Modeling | Statistical Modeling | Business Intelligence | Machine Learning Concepts

Bachelor of Arts in Communication

Minor in Marketing Graduated December 2007

Relevant IBM Skill Build, Google Coursera, and COITB Certifications

Microsoft Power BI Certification (2026) | Google Data Analytics Professional Certificate — Coursera
Google IT Support Professional Certificate — Coursera | IBM Web Development Fundamentals |
IBM Agile Fundamentals | Google AI Fundamentals | Preparing Data for Analysis with Microsoft Excel —
Microsoft | HTML Certified — COITB | Veterans Upward Bound Certificate of Achievement | National
Association of Sales Professionals (NASP) Certification | Salesforce Training in progress Coursera

Technical Skills

Analytics & Visualization

Power Query | Data Visualization | Dashboard Design | KPI Reporting | ETL Concepts | Data Cleaning & Transformation | Statistical Analysis | Forecasting Concepts | Python | R | SQL | Excel | JSON | Node.js | React | Flutter | Express | Jypiter | AWS S3 | EC2 | Github | Cloudfront | CRM | Cpanel

Professional Experience

Transition Advisor (CRM Mondays.com)

ERA Solutions 2022-2024

- Assisted individuals in identifying career pathways, certification opportunities, and workforce development programs.
- Supported CRM pipeline management, customer communication, reporting, and outreach activities.
- Delivered presentations and guidance at military transition and workforce development events.

- Worked extensively with veterans and adult learners pursuing technical and business certifications.

Marketing Consultant / Media & Account Management

KTUL / Dixon Multimedia LLC prior 2016

- Managed client relationships and advertising campaigns across broadcast and digital channels.
- Promoted the Starmaker Award with Jim Halsey Company
- Developed websites, media content, marketing materials, and branding strategies for businesses and organizations.
- Built analytical and communication skills through client reporting, campaign coordination, and digital engagement strategies.
- Completed approximately 70 web and digital media projects across various industries.

Analytics & Technical Projects

Business Analytics & Power BI Projects

- Built dashboards and reporting workflows utilizing Microsoft Power BI, Power Query, and Excel-based data transformation techniques.
- Applied ETL concepts involving data cleaning, transformation, aggregation, and visualization.
- Worked with structured, semi-structured, and unstructured data concepts for business analytics exercises.
- Developed analytical reporting approaches involving stakeholder-focused dashboard design and executive-level data presentation.

Independent Research & Analytics Studies

- Researched data modeling, algorithmic recommendation systems, and digital analytics concepts.
- Explored predictive analytics, machine learning concepts, and visualization methods using Python and R.
- Developed concepts for analytical systems involving structured and unstructured data processing.

Additional Strengths

Strategic Thinking | Stakeholder Communication | Public Speaking | Business Development | Cross-Functional Collaboration | Technical Communication | Sales & Relationship Building | Problem Solving | Analytical Reporting | Adaptability & Continuous Learning | Static Sites (HTML/JS/CSS) | Wordpress | React/Express | Springtool/Eclipse | Visual Studio Code

Military Service

United States Army

Infantry (11B)

Completed Basic Training — June 2016