

Logan Cytryn

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SUMMARY

Business and operations analyst with 4+ years of experience identifying operational challenges, analyzing data, and partnering with teams to develop and implement effective solutions. Experienced in working alongside stakeholders to translate analysis into actionable insights and drive measurable business results across digital products, consumer goods, and operations.

SKILLS

Strategy & Planning: Business Analysis, Project Management, Strategic Planning, Business Process Modeling

Data & Reporting: SQL, Excel, Tableau, Power BI, R, A/B Testing, Financial Modeling & Reporting

Tools & Platforms: Amplitude, Braze, Confluence, Wrike, Jira, Qualtrics, Claude AI, OpenAI API

Communication & Leadership: Stakeholder Management, Executive Reporting, Process Improvement

WORK & LEADERSHIP EXPERIENCE

Strategy & Operations Manager

February 2026 – Present

CIPLAS LLC

Kendall, FL

- Managed operations across multiple active construction & renovation projects totaling over \$500K across South Florida
- Negotiated supplier pricing and managed vendor relationships across concurrent job sites, reducing material costs by 12%
- Redesigned operational workflows and budget tracking systems, increasing project delivery speed by 25%
- Led cross-functional rebranding initiative which helped secure a new \$30K renovation project

Product Operations Associate

March 2024 – January 2026

Hard Rock Digital

Remote

- Analyzed engagement, conversion, and revenue data in Amplitude across CRM campaigns on a 20M+ user platform, using A/B testing insights to optimize campaign performance
- Owned end-to-end QA and delivery of real-time push notification campaigns reaching up to 1M+ users per send
- Managed product ops knowledge base in Confluence, standardizing SOPs across onboarding, QA, and team workflows
- Designed QA checklists and SOPs that reduced recurring errors by over 50% across a 13-person team

Licensing and Operations Coordinator

November 2022 – August 2023

Basic Fun!

Boca Raton, FL

- Built executive dashboards in Excel to track YTD sales performance for the EVP, supporting data-driven decisions
- Implemented a stage-by-stage approval workflow in Wrike across 20+ licensors, managing 250+ product approvals through the full licensing process, clearing a backlog of unapproved products and driving a 300% increase in approval rate
- Led weekly cross-functional meetings across Brand, Marketing, Product Design, and Operations to align stakeholders on product pipeline updates and reduce missed deadlines
- Worked directly with the COO to plan and execute 2 major international trade shows, coordinating complex logistics across vendors, deliverables, and event operations with 3-to-6 month lead times
- Reconciled Disney licensing audit by validating prior product approvals, preventing \$2.5M in fines

Revenue & Financial Analyst

June 2021 – November 2021

Dr. Elsa Jungman

Remote

- Analyzed \$1.5M+ in Shopify revenue and margin performance, building financial models in Excel to identify pricing inefficiencies and recommend changes that improved profitability by 7%

EDUCATION

University of Miami

Miami, FL

Bachelor of Business Administration in *Marketing*

Minors: *Finance, Psychology, and Sport Administration*

Google

Online

Data Analytics Professional Certificate

Capstone: Analyzed Carnival and Royal Caribbean SEC filings 2019-2024 in SQL, identifying a 12-point EBITDA margin gap; built executive dashboard summarizing post-COVID recovery performance by brand

BACKGROUND & INTERESTS

Languages: English, Spanish (conversational proficiency)

Activities: Basketball, Building AI apps, Golf, Reading, Tennis

Interests: AI, Entrepreneurship, Process Improvement, Real Estate Investing, Startups, Technology