

Logan Cytryn

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SUMMARY

Business analyst with 4+ years of experience helping organizations improve processes, analyze business performance, and execute more effectively through analytics, operations, and AI-enabled solutions. Supported platforms serving 20M+ users and partnered with teams and senior leadership to translate data into actionable insights that drive measurable business results.

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 & AI: Amplitude, Braze, Confluence, Wrike, Jira, Claude AI, Open AI, API Integrations, Netlify

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 that 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, *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