

Joakim Kristensen

My Portfolio: <https://www.joakimkristensen.com/>

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SUMMARY

MS in Business Analytics graduate with hands-on experience in **demand forecasting, segmentation**, and classification. Experience in supply chain optimization at Bloomin' Brands. A self-starter with a proven track record of turning complex data into actionable insights using **Power BI**, Excel, and Python. Entrepreneurial leader with a background in **product development**, pricing, and customer strategy through Kahuna Brand. Currently expanding skills in SQL to and elasticity modeling drive scalable, data-driven growth initiatives.

TECHNICAL SKILLS

Proficient

- Data Visualization: Power BI (beginner-to-intermediate), Excel (data visualization and dashboarding)
- Programming: Python (Machine Learning coursework, model development)
- Analytics & Modeling: Forecasting, Clustering/Classification, Predictive Modeling, Segmentation Analysis
- Machine Learning: Logistic Regression, Demand Forecasting, Decision Trees, Random Forest
- Data management: Data Cleaning, Feature Engineering
- Tools & Systems: EAB Navigate CRM, SAP, ForecastX, Analytic Solver, SPSS, SAS
- Web design: Webflow

Learning

- Data Visualization: Power BI (advancing through hands-on project work)
- Programming: SQL (coursework), Python (building deeper proficiency through applied projects)
- Analytics & Modeling: Elasticity Modeling, XGBoost

EDUCATION

Master of Science | Business Analytics

May 2025

Master of Science | Entrepreneurship

December 2022

Bachelor of Science | International Business and Entrepreneurship

December 2020

The University of Tampa

- Affiliations: Founding President of ANSA Tampa, Former Vice President of ANSA USA

PROFESSIONAL EXPERIENCE

SUPPLY CHAIN INTERN – Full Time

05/2024 to 08/2024

Bloomin' Brands Inc. | Tampa, FL

- Created several Power BI reports to improve data-driven decision-making, data visualization, and forecasting accuracy.
- Conducted Excel analysis to identify potential savings and optimize freight rates.
- Ran beef reports and communicated with partners to ensure product quality and compliance was up to our standards.
- Managed exceptions by reviewing forecasts and order guides, identifying and correcting errors and inaccuracies to prevent supply shortages or overstocking, thus ensuring accurate forecasting.

CEO & FOUNDER – Full Time

02/2019 to 01/2022

Kahuna Brand | Tampa, FL

- Conducted extensive market research on emerging trends and product development starting in 2019 before fully launching the venture in March 2021.
- Developed and executed data-driven business strategies, including financial modeling and pricing analysis, to support long-term growth objectives for the company.
- Led R&D efforts on 10+ unique smoothie formulations, with three finalized and launched in the first year, based on customer feedback and ingredient testing

- Managed a cross-functional team, overseeing project planning, execution, and operational strategy.
- Built early product interest through farmers markets, community marketing and increased social reach by 150+ in 3 months.
- Reduced the ingredient procurement cost by 10%, while maintaining the product quality and consistency.

GRADUATE ASSISTANT EXPERIENCE

GRADUATE STUDENT WORKER – ASI – Part Time

01/2024 to 05/2025

The University of Tampa | Tampa, FL

- Administered EAB Navigate, a CRM system for universities, to improve system functionality through maintenance tasks, including creating new user accounts, updating user roles and permissions, and performing manual database uploads.
- Led troubleshooting of our EAB Navigate Student App to improve user experience
- Developed and analyzed data reports in MS Excel, identified key trends to inform the academic success initiatives about strategies for retaining students.
- Coordinated student outreach strategies and supported academic programming, contributing to improved student retention and success.

GRADUATE STUDENT WORKER – AEP & ODEI – Part Time

02/2022 to 12/2023

The University of Tampa | Tampa, FL

- Analyzed data and created visualizations of improvements in MS Excel for the current processes of the SPEAR (Spartan Peer Educating About Resources) program.
- Led the recruiting process of finding new SPEARs for the upcoming semester.
- Communicated with the professors to assist students with increasing their GPAs through the Academic Excellence Program.
- Streamlined day-to-day operations by helping the supervisor efficiently manage the scheduling and proctoring process.

PROJECT EXPERIENCE

- **Webflow Web Designing** Ongoing
 - Led the end-to-end design and launch of four fully responsive Webflow website to ensure cohesive branding, intuitive user experiences, and enhanced customer engagement.
- **Big Data Marketing Project** | The University of Tampa Fall 2023
 - Spearheaded a comprehensive marketing strategy project for Nexus Kitchens, focusing on market entry and customer acquisition.
 - Conducted detailed data collection and analysis of over 50 restaurants, ensuring data integrity and insightful interpretation.
 - Implemented segmentation and positioning analysis, alongside price optimization and Bass forecasting, to inform strategic decisions.
 - Developed actionable marketing strategies, including predictive modeling, to drive long-term growth and customer engagement for the startup.
 - Presented data-driven recommendations in a detailed report, emphasizing robust data visualization and effective communication of complex marketing concepts.
- **ITM 617 Final Project** | The University of Tampa Summer 2023
 - Executed a machine learning project to predict international soccer match outcomes using a dataset from Kaggle, spanning matches from 1916 to 2023.
 - Applied advanced data analytics techniques including Logistic Regression, Decision Trees, Random Forest, and XGBoost for predictive modeling.
 - Achieved high accuracy in predictions, providing insights into factors such as home advantage, goal timing, and match dynamics.
 - Presented findings in a detailed report, highlighting strong data visualization and communication skills.