



# Sebastian White

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## Work Experience

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**Kaddy, Sydney**

**Nov 2021 - May 2025**

**Acting Platform Manager**

**Apr 2024 - May 2025**

- Led daily operations of the platform during a critical transition, ensuring seamless functionality with a streamlined team of three.
- Collaborated with the development team to identify and implement new platform features, enhancing user experience and operational efficiency.
- Managed key supplier and customer relationships, driving customer acquisition and supporting the sales team in targeting strategic markets.
- Oversaw CRM management (HubSpot), optimising workflows, qualifying leads, and maintaining a clean sales pipeline.
- Led marketing efforts, including crafting and executing effective eDM campaigns to boost engagement and brand visibility.

**Data Analyst**

**Aug 2023 - May 2025**

- Pursued a professional certificate in Data Analysis and completed formal SQL training, leading to a promotion to Data Analyst at Kaddy.
- Utilised SQL, Tableau, and spreadsheets to collect and visualise data, delivering insightful dashboards that highlight trends and resolve business challenges.
- Developed a new monthly reporting system for key stakeholders, including the CEO and CFO, providing critical insights into product and supplier trends.
- Designed a customisable data template for suppliers, enabling performance benchmarking and fostering increased engagement from key partners like Range Brewing and BrewDog.
- Created a centralised data directory, streamlining access to essential dashboards and datasets for all employees.

**Operations Manager of Bevvv**

**Mar 2022 - Sept 2023**

- Oversaw operations of Bevvv managing the complete sales cycle from procurement to delivery, including negotiating deals with suppliers and optimising profitability.
- Acquired new business while increasing sales volume with existing customers through targeted marketing efforts.
- Developed eDMs and marketing promotions to elevate brand visibility and drive customer engagement.
- Achieved profitability for Bevvv for the first time by restructuring pricing and leveraging supplier relationships to expand the product portfolio.

**Supplier & Account Manager**

**Jan 2022 - May 2023**



- Facilitated successful supplier launches on the platform by leveraging in-depth knowledge to address business challenges and optimise their usage.
- Managed ongoing supplier relationships to enhance engagement and support, successfully onboarding over 200 suppliers, including key partners like Mountain Culture Beer Co and Felons Brewing.
- Implemented strategies to increase platform utilisation and drive supplier satisfaction, fostering long-term partnerships.

## Education

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### Google

*Professional Certificate in Data Analytics*

**2024**

### Sydney University (Centre for Continuing Education)

*SQL Course Level 1*

**May 2023**

*SQL Course Level 2a*

**Dec 2023**

### University of NSW

*Bachelor of Arts (Philosophy & Linguistics)*