

BENJAMIN COULTER

Dallas, TX | (501) 730-4469 | bcoulter07@gmail.com

PROFESSIONAL SUMMARY

Customer Insights and Analytics professional with 10+ years of experience across aviation, automotive, and retail, specializing in Voice of Customer (VOC), marketing analytics, and data-driven decision making. Former Teach for America instructor with demonstrated success in curriculum development and data-informed teaching. Experienced in translating complex analytics into clear, actionable insights for diverse audiences. Interested in adjunct instruction in marketing analytics, customer insights, and applied business analytics.

EDUCATION

Southern Methodist University, Cox School of Business – Dallas, TX

MBA, Marketing & Business Analytics, 2017

GPA: 3.86 | Beta Gamma Sigma | Student Advisory Board – VP

University of Arkansas – Fayetteville, AR

Master of Accountancy, 2012

BSBA, Accounting (Spanish Minor), 2011

Honors: Cum Laude, Dean's List, Graduate Teaching Assistant

PROFESSIONAL EXPERIENCE

Southwest Airlines – Dallas, TX

Customer Insights Consultant | Nov 2023 – Present

- Lead enterprise VOC strategy across digital and transaction touchpoints
- Design research programs to inform CX and product strategy
- Present insights to senior leadership

Toyota Motor North America (Lexus) – Dallas, TX

Senior Consumer Insights Analyst | 2022 – 2023

- Led end-to-end customer research initiatives
- Delivered insights to executive stakeholders

Mizzen+Main – Dallas, TX

Customer Insights Manager | 2021 – 2022

Customer Insights Associate | 2019 – 2021

- Led research and UX optimization driving 22% conversion increase
- Built dashboards using Tableau and Power BI

The Marketing Arm – Dallas, TX

Digital Account Roles | 2017 – 2019

- Managed analytics reporting and campaign performance

Teach for America (Dallas ISD) – Dallas, TX

Math Instructor | 2013 – 2015

- Taught Algebra I, II, and Math Models using data-driven instruction

TEACHING EXPERIENCE

- Classroom instruction across multiple math disciplines
- Curriculum development using performance analytics
- Executive-level presentation and facilitation experience

APPLIED RESEARCH & PROJECTS

- Customer insights strategy across Southwest, Toyota, Mizzen+Main
- American Airlines (SMU MBA) customer loyalty consulting project
- Dallas Cowboys marketing research project

TECHNICAL SKILLS

Qualtrics | Tableau | Power BI | Google Analytics | Excel | Survey Design | Data Visualization