
Data analyst with experience optimizing marketing campaigns by identifying trends and digging deep into previous campaign data. Keen business acumen, data-driven mindset, and superior ability to learn and adapt quickly, work meticulously, and serve clients with poise and professionalism.

Professional Experience

Account, Content & Social Media Manager

Do303 • Denver, CO • 11/2020 – Present

Oversees account, content and social media management duties for Do303, ensuring proper organization of deliverables, contracts and KPI reports, scheduling e-mail and social inclusions and post-campaign data capture, analysis and reporting.

- Optimized data capture process by integrating MailChimp API into Google Sheets with Python. Leveraged this data to overhaul email subject lines which increased email open rate by 10% in 6 months.
- Increased website visitors 20% year-over-year in first half of 2023 compared to 2022 and achieved 487 #1 rankings on Google through technical SEO enhancements informed by analyzing Google Analytics data.
- Grew social media following 100% from 18k to 36k across Twitter, Facebook, Instagram and TikTok through the implementation of informative and compelling content.

Data Analytics Experience & Projects

Remote • 2023 – Present

Performed self-guided learning to develop skills in Excel, SQL, Tableau and Python.

- **Coffee Quality Analysis for Coffee Shops:** Identified key characteristics of higher-quality coffee using Python through correlation, geographical, regression, and clustering analysis. Built a Tableau storyboard to provide stakeholders with actionable insights to maximize ROI through informed purchasing decisions.
- **Marketing Strategy for Instacart:** Examined open-source Instacart data to identify user profiles and create demographic classifications to inform e-commerce marketing strategy. Cleaned and analyzed 32M+ order, product and customer records using Python and conveyed findings to stakeholders through Excel report featuring population flow, visualizations and recommendations.
- **Retail Inventory Analysis for Rockbuster Stealth:** Established marketing and product strategies to aid video retail company launch an online streaming platform using SQL through filtering, cleaning, table joins and CTEs. Identified key attributes of top users to build loyalty program to improve customer retention and experience. Built a Tableau storyboard to present findings and recommendations to stakeholders to ensure successful product launch.
- **Influenza Season Staffing Requirements:** Developed a staffing plan to prepare for the upcoming influenza season for a medical staffing agency using Excel and Tableau to analyze 60k+ records. Built a storyboard to provide stakeholders with a clear plan that included identifying low-, medium- and high-risk states in the U.S as well as forecasting future influenza trends.

Content, Admin, Event & Partnership Coordinator

Do312 • Chicago, IL • 8/2016 – 9/2020

Assisted with content management duties for Do312, in addition to project managing the planning and execution of small- and large-scale events. Hired as social media intern and earned multiple promotions during tenure.

- Boosted revenues by \$1.2M by developing 20+ brand activations that facilitated new business sales.
- Overhauled company's flagship event, resulting in exponential growth from 500 to 5K attendees the following year.

Skills & Technical Proficiencies

Google Analytics, Dashboard Development, KPI Reporting, Data Collection, Excel, SQL, Tableau, Python

Education

Bachelor of Science in Mathematics Education, Computer Science
Purdue University • West Lafayette, IN • 2016

Data Analytics Program Certificate
CareerFoundry • Remote • 2023