

# William Higginbotham

## Analyst

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### Professional Summary

Community-focused Analyst with experience in content moderation, user research, and community engagement. Skilled in data analysis, sentiment tracking, and performance reporting, with expertise in Discord, Reddit, and social media management. Adept at developing data-driven insights to optimize community strategies, improve moderation workflows, and enhance user experiences. Passionate about fostering safe, engaged, and thriving online communities.

### Skills

#### Community Engagement & Growth:

Discord, Reddit, social media strategy, influencer outreach

#### Content Moderation & Trust & Safety:

Policy enforcement, QA metrics, escalation handling

#### User Research & Player Sentiment Analysis:

Surveys, feedback loops, engagement insights

#### Data Analysis & Reporting:

SQL, Power BI, KPI tracking, automation

### Education

#### Data Analytics Certificate, Rice University Bootcamp

01/2024 – 07/2024

#### BS in Business Administration, University of Colorado

08/2019 – 05/2023

GPA: 3.6

### Projects

#### Power BI Automation Tool (Work-Related)

Developed a Power BI dashboard for a healthcare client for enrollment processes, integrating SQL queries and real-time reporting to monitor key metrics. Automated processes and improved tracking, reducing manual errors.

#### Python Data Visualization Tool 📄

Developed a dashboard using Python's Dash framework to visualize trends and analyze datasets dynamically. Features included real-time data updates, category-specific graphs, annotations, and data export capabilities.

### Professional Experience

#### Data Analyst, FirstSource

01/2022 – present

- Developed SQL-based reporting tools to track content moderation accuracy, compliance trends, and vendor performance for client operations.
- Designed Power BI dashboards to analyze moderation efficiency and user interaction trends, improving transparency across teams.
- Conducted quality assurance audits on content review workflows, identifying gaps and optimizing enforcement accuracy.
- Assisted in user behavior analysis, tracking sentiment trends and engagement data to enhance decision-making.
- Collaborated with cross-functional teams (policy, training, and operations) to improve Trust & Safety frameworks.

#### Marketing & Community Manager Intern, Brooks Tower

09/2020 – 07/2021 | Denver

- Managed resident communications and online community engagement, ensuring clear, effective messaging across digital platforms.
- Monitored and enforced community guidelines across forums and social media, fostering a positive environment.
- Collected and analyzed resident feedback, providing insights to improve engagement and retention strategies.
- Developed monthly reports on community sentiment and discussion trends to help refine engagement strategies.
- Coordinated with internal teams to refine community policies and improve overall user experience.