

Adam Guerra

Data Analyst

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EDUCATION

University of California, Santa Barbara

Santa Barbara, CA

Environmental Science B.S.

- 3.5/4.0 GPA.

WORK EXPERIENCE

Klickly

Remote

Growth and Data Intern

Sept. 2023 – Present

- Improved customer acquisition for our brands by utilizing customer and onboarding data.
- Increased marketplace traffic through critical analysis of product performance data.
- Created an email testing framework and improved email KPIs week over week.
- Developed a strong understanding of how to lower customer acquisition cost as well as raise lifetime value.

TDS Telecom

Remote

Technical Intern

May 2022 – Mar. 2023

- Streamlined the Inside Plant divisions email system using Nintex to utilize one form for day-to-day needs.
- Collaborated with a team of 47 interns and supervisors to clean up over 1,000,000 addresses worth of data and match it with government records with GIS, JIRA, Excel, and open-source information.
- Performed budget shifts of up to \$10,000,000 USD for all departments in Excel and Clarity.
- Developed strong communication skills with coworkers by always being available and reaching out often.

Mathnasium

Camarillo, California

Tutor

Jan. 2020 - Apr. 2020

- Educated and mentored over 50 students with self-developed methods tailored to each individual alongside a team of tutors.
- Fostered positive relationships with students and facilitated a comfortable learning environment.
- Learned to communicate a similar idea in multiple effective ways.
- Pushed through communication blocks and volunteered to deal with difficult to manage students.

AWARDS & CERTIFICATIONS

- Data Analytics Certification via Google by Coursera. Nov. 2021
- Dean's List. Aug. 2019 - Jun. 2021
- National Hispanic Recognition. May 2019

TECHNICAL SKILLS

- Excel/Google Sheets/Sigma: pivot tables, data manipulation, visualization.
- SQL: querying, database manipulation.
- Tableau: dashboards, workbooks.
- R: data manipulation, cleaning, visualization.

SOFT SKILLS

- Excellent written and verbal communication.
- Strategic planner with time, scheduling, and planning of projects timelines. Goal oriented.
- Natural leader and motivator when working within a team.
- Analytical mindset/skills with data and problem solving.