

Alexandra Tew

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Employment History

Dornburg Lab, UNC Charlotte, NC

Data Analyst/Researcher January 2021 to Current

- Constructed and managed databases using SQLite, applying advanced SQL queries for precise data extraction. Developed Bash and Python scripts to transform and preprocess data efficiently. In R, designed custom packages to facilitate statistical and phylogenetic comparative analyses, contributing to the publication of research works.
- Produced tailored data visualizations utilizing Microsoft PowerBI, R, Pandas, and Adobe Illustrator to convey complex findings effectively and enhance the communication of results.

AvidXchange, Charlotte, NC

BI Analyst Intern June 2023 – August 2023

- Enhanced data retrieval processes by identifying data requirements and implementing advanced SQL queries, ensuring accurate and comprehensive data for critical projects.
- Spearheaded the development and delivery of Power BI dashboards featuring interactive filters, slicers, drill-through, and bookmark options, centralizing and standardizing data exploration for client business reviews.
- Streamlined and improved data analysis processes for the Customer Success team, contributing to enhanced customer retention rates through data-informed decision-making via impactful and interactive dashboards.

The Creators Law Firm, Charlotte, NC

Business Development Specialist January 2021 to January 2022

- Expanded the client base by documenting proprietary sales processes and best practices, creating a high-performing sales script, and pinpointing opportunities for improvements within the sales and marketing departments.
- Demonstrated excellence in client interactions, implementing data-driven marketing strategies, and employing advanced SEO optimization techniques. Utilized data collection and dynamic visualizations in Salesforce to identify and communicate best marketing practices, leading to data-informed decision-making and fostering continuous improvement.

Trotter Finishes, Denver, NC

Owner, Business Manager June 2017 to December 2020

- Orchestrated a successful subcontracting construction company specializing in fine wood finishing for commercial and residential sectors, achieving exceptional annual revenue growth rates of 100-150% for two consecutive years through strategic planning and innovative marketing strategies.
- Utilized advanced data analysis and reporting to optimize operations and identify areas for improvement, leveraging BI tools to extract actionable insights from financial and operational data.
- Oversaw all facets of business operations, including marketing coordination, financial management, and data-driven decision-making, ensuring high levels of customer satisfaction, repeat business, and referrals.

Education

- MS Bioinformatics, **University of North Carolina Charlotte**, Charlotte, NC; Graduation December 2023
- BS in Psychology, **Appalachian State University**, Boone, NC; May 2012

Certifications and Proficiencies

- Machine Learning Foundations Skill Path, 2023 Codecademy
- Business Intelligence Analyst Career Path, 2023 Codecademy
- Database creation, management, and querying
- ETL, EDA, Data modeling and visualization
- Business Strategy and Results Communication
- PowerBI, Azure, MS SQL Server
- Experience in Java, HTML, CSS, and JavaScript