

SARAH MISSIMER

DATA ANALYST

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ABOUT ME

Energetic, analytical, creative and detail-oriented problem solver. I strive to use data to inform decisions and meet objectives. I am passionate about building relationships, collaboration and growing my leadership skills.

AWARDS & ACHIEVEMENTS

2017 Silver Addy awarded by the American Advertising Federation,
Google Analytics Certified,
Google Ads Certified

SKILLS AND ABILITIES

Data Analysis, SQL, Excel (Advanced), Tableau, Microsoft Office Suite, Adobe Creative Suite, Google Analytics, Google Ads, Facebook Ads Manager, HTML, CSS, Social Media Strategy, Copywriting, Project Management

EDUCATION

Nashville Software School Data Analytics Bootcamp

Graduation - Jan 2023

Part-time program using statistical reasoning through hands-on training in Excel, Python, SQL, Tableau and PowerBI with a focus on data storytelling, building reports and creating dashboards.

Bachelor of Science in Communications, Public Relations

University of Tennessee,
Knoxville 2016

- Minors: Business, Psychology

DATA ANALYTICS EXPERIENCE

Data Analyst Apprentice

Nashville Software School | July 2022 - Present

- Analyzes data using Microsoft Excel, including utilizing pivot tables and formula functions, and connects to external data sources using PowerPivot add-on
- Work with real-world datasets for projects, create visuals and present findings to community stakeholders
- Retrieve and analyze data using PostgreSQL
- Source code version control with Git/GitHub
- Project management/tracking with GitHub project boards and issue tracking

Projects

- [Nashville City Cemetery](#)
- [TN Prescriber's](#)
- [App Trader](#)
- [Lahman Baseball](#)
- [Top 50 Amazon Books: 2009-2021 \(Tableau Dashboard\)](#)
- [Traffic in Middle Tennessee \(PowerBI\)](#)
- [UN Database](#)
- [TN Department of Intellectual & Developmental Disabilities](#)

PROFESSIONAL EXPERIENCE

Social Media Manager

Ancient Nutrition + Dr Josh Axe | December 2020 - Present

- Writes social media content and copy and manages the creation of assets for Dr. Josh Axe and Ancient Nutrition social platforms (Facebook, Instagram, YouTube and Pinterest)
- Develops strategies for growing each brand's social platforms and communities and increasing engagement within those audiences
- Develops, maintains and updates social media strategy around the brands, coordinating with the heads of other teams to achieve company goals
- Extracts insights and actions from data & advise on how to proceed on any given brand campaign
- Monitors performance regularly to identify any opportunities
- Develops and manages social media budget of up to \$240,000

PROJECTS

Nashville City Cemetery

- Created marketing materials to drive business to the historic, Nashville cemetery
- Used advanced Microsoft Excel technique to analyze and interpret interesting facts from burial data

TN Prescriber's Project

- Used SQL to analyze and interpret prescription data from healthcare providers in the state of TN.
- Used intermediate techniques to analyze, interpret and report data to key stakeholders.

App Trader Project

- Used SQL to analyze and interpret app data from Apple and Google Play stores.
- Used intermediate techniques to analyze, interpret and report data to key stakeholders.

Lahman Baseball Project

- Used SQL to analyze and interpret app data from MLB
- Used intermediate techniques to analyze, interpret and report data to key stakeholders.

UN Database

- Used Python to analyze and interpret app data from UN database
- Used intermediate techniques to analyze, interpret and report data to key stakeholders.

Senior Account Executive

New Heartland Group | *September 2019 - December 2020*

- Worked with national clients, MTN DEW + PEPSICO, on brand strategy to reach their needs + objectives
- Collaborated with agencies on brand/marketing strategies, implemented campaign tactics
- Acquired + managed influencers for the brands
- Coordinated national research projects for MTN DEW + provided insight reports from data
- Placed digital media ads spend for clients

Account Executive

McNeely Brockman Public Relations | *June 2018 - September 2019*

- Wrote communication materials for clients
- Conducted research for client campaigns
- Created insight reports tracking ad performance, media impressions, etc for clients
- Built + executed social media strategy for clients

Social Media Manager

The Tombras Group | *August 2016 - June 2018*

- Built and executed social media strategy through competitive + audience research for 21 clients across 3 social platforms.
- Generated and published content that built meaningful connections with client audiences.
- Created over 300 pieces of sharable content appropriate for specific networks (Facebook, Instagram, Twitter) monthly
- Created and assisted in placement of ads on Facebook and Instagram
- Drove consistent, relevant traffic and leads from social networks to website
- Created insight reports for clients on a bi-weekly + monthly basis using Excel and Tableau