

## ABOUT

Professional Business Analyst located in the Nashville, TN area. Experienced with training and managing multiple team members and possess project management skills. Works well in fast-paced, data driven environments. Highly organized, results-driven, analytical thinker.

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## EXPERIENCE

### **Nashville Software School**

#### **Data Analyst Apprentice** - *July 2022 - Present*

Intensive part-time bootcamp focusing on data analytics fundamentals and problem solving. Used real-world datasets and included projects where findings were presented to stakeholders from the community.

- Analyzed data using Microsoft Excel, including utilizing pivot tables and lookups, and connected to external data sources using the PowerPivot add-on
- Built and deployed dashboards using Tableau and PowerBI
- Wrangled data and performed exploratory data analysis using Python's pandas library
- Created data visualizations using matplotlib and seaborn
- Gathered data through APIs and webscraping
- Performed geospatial analysis using geopandas and folium
- Retrieved and analyzed data using PostgreSQL and sqlalchemy
- Source code version control with Git/GitHub
- Project management/tracking with GitHub project boards and issue tracking

### **TechnologyAdvice**

#### **Junior Data Analyst** - *October 2022 - Present*

- Field data requests from various teams via SQL queries
- Use Tableau, Excel and SQL queries to produce reports and data products that meet the needs of internal stakeholders
- Implement exploration tools, dashboards, and other data visualizations in Tableau
- Identify gaps in data collection needed to support analytical endeavors
- Communicate data nuances and insights with internal stakeholders in a clear and concise manner
- Work with various business units to assess, prioritize, execute, and interpret short-term data tasks and long-term data projects

#### **Program Coordinator** - *April 2021 - November 2022*

- Execute all in-house telemarketing efforts
- Analyze program pacing, requirements and performance while maintaining and monitoring data insights
- Continuously analyze reports and identify areas for improvement while implementing changes to make our process more effective and efficient
- Collaborated with the department director to create a new program for our largest client in order to increase revenue and quality of our lead generation deliveries
- Increased program match rate by 20% across all verticals
- Grew program stacking by 314% by analyzing live programs, implementing changes and new verticals

#### **Program Coordinator Intern** - *January 2021 - April 2021*

- Internship focused on learning program management and data analysis to improve program performance which resulted in a full-time job offer to join the operations team as a program coordinator

### **Morgan Samuels – Business Associate** - *October 2019 - December 2020*

- Identified business development opportunities and created proposals
- Managed multiple office calendars and external scheduling for all prospective clients and candidates
- Maintained organized records of existing and potential client information to track progress
- Served as the key contact with partners in developing targeted public relations efforts and plans

### **Smith & Associates, Ameriprise Financial – Marketing Manager & Client Service Specialist** - *October 2017 – October 2019*

- Managed all marketing campaigns and organized all advertisements in the community
- Managed social media platforms and advisor website, and increased exposure by 75 percent
- Prepared and produced all client meeting documents and applications
- Managed multiple interns

## OTHER PROFESSIONAL PRACTICE

**CMU Office of Study Abroad – Public Relations Intern** - *August 2016 – May 2017*

Mount Pleasant, MI

**Old Town Commercial Association – Communications Intern** - *May 2016 – August 2016*

Lansing, MI

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## LEADERSHIP

**PRSSA Central Michigan University Chapter** - *September 2015-May 2016*

- Director of Finance
  - Managed chapter finances
  - Coordinated and facilitated fundraising events

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## EDUCATION

**Nashville Software School** Nashville, Tennessee

*Data Analytics Program, Anticipated graduation: January 2023*

- *Excel, Python, SQL, Tableau, and Power BI*

**Central Michigan University** Mount Pleasant, Michigan

*Bachelor of Applied Arts, May 2017*

- *Major: Integrative Public Relations*
- *Minor: Communications*
- *GPA: 3.60*