

# Cherice Hereford

Data Analyst | Database Analyst

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My passion is transforming facts into insights and questions into solutions. My technical skill set allows me to focus on the details to interpret data, while my background in organizational communication and non-profits enables me to translate the data into a high-level view to produce meaningful findings.

## Skills

Power BI

Tableau

Python (Jupyter Notebooks)

Excel (Pivot Tables, Vlookup, Macros)

SQL Querying (Aggregating, Joining, Data Mapping)

PostgreSQL

Salesforce (Reporting, Triggers, User Permissions)

Altru (Querying, Reporting, Data Importing)

## Experience

### **Nashville Software School**

January 2021 – Present

#### *Data Analytics Apprentice*

Intensive data analytics program offering hands-on training using data from local companies.

- Clean, manipulate, and analyze data in Excel, SQL, and Python
- Present insights from data visualizations in Power BI and Tableau
- Manage team collaboration utilizing Agile methodology and Kanban project management
- Capstone: [Tennessee Parks and Population](#)-an evaluation of state park usage trends and population over time

### **Anthem Entertainment Group**

December 2020 – Present

#### *Royalty Data Analyst*

Multi-national independent music and entertainment content company.

- Process royalty files and ingest into database accurately to ensure client satisfaction
- Review procedures to improve workflows and increase team efficiency
- Create SOPs to define best practices for data manipulation and statement ingestion
- Analyze revenue data to distribute backlogged income

### **Frist Art Museum**

March 2019 – December 2020

#### *Database Analyst*

Nonprofit art museum. Presents art exhibitions and related educational programs and community enrichment activities.

- Created queries and reports to retrieve donor information for marketing appeals and to track campaign performance
- Managed revenue workflow for Accounting and Development team efficiency
- Refined Accounting, Development, and customer-facing staff processes to improve revenue reporting accuracy and data hygiene
- Created Excel dashboard to measure development campaign success, membership retention, and revenue KPIs for Director of Development
- Trained Executive Director and IT staff on revenue reporting and best practices for Altru Database

### **Mercy Multiplied**

April 2017 – February 2019

#### *Salesforce Administrator and Cash Receipts Supervisor*

Nonprofit residential counseling program for young women with four homes across the United States.

- Managed the daily processing of incoming cash receipts, revenue reports, and deposits within Salesforce
- Created custom reports to ensure the accuracy and cleanliness of the database
- Managed data imports, database security settings, triggers, and monitored user activity within Salesforce
- Identified and resolved any issues between processing platforms (case creation through completion)
- Created and updated workflows, custom objects, and reports to ensure efficiency across all departments

## Education

### **Nashville Software School**

#### *Data Analytics Bootcamp*

Expected Graduation June 2021

### **Middle Tennessee State University**

#### *Bachelor of Science in Organizational Communication*

Summa Cum Laude

#### *Focus: Business Administration*