

CANDACE FRANKLIN

918-851-6402 | FranklinC915325@gmail.com



Data Portfolio

Experienced communications and outreach professional skilled in leveraging data analysis to drive organizational goals. Committed to delivering high-quality results and amplifying brand visibility. Passionate about utilizing analytical tools and methodologies to support data-informed decision-making. Highly collaborative team player with strong interpersonal and project management skills. Effectively built and nurtured relationships with media outlets, government agencies, businesses, and community organizations. Thrives in fast-paced environments.

SKILLS

DATA ANALYSIS
GOOGLE ANALYTICS
TABLEAU
EXCEL
MICROSOFT POWER BI
PYTHON
SQL
MICROSOFT OFFICE 365
PROJECT MANAGEMENT
ADOBE CREATIVE CLOUD
CONSTANT CONTACT
WORDPRESS
STRATEGIC COMMUNICATION
CASE STUDIES
B2B MARKETING
ORAL COMMUNICATION

DATA ANALYSIS CAPSTONE PROJECT - MARCH 2024

Analyzed dataset of a university's dropout rates.
Calculated the correlation of key academic, socio-economic and familial factors.
Created a Student Retention Predictive Model (SRPM) to help university staff proactively identify students who are at risk of dropping out of school.

EDUCATION

April 2023 to March 2024
Certificate: Data Analytics, Information Technology *University of South Florida*

- Demonstrated ability to develop and implement data-driven strategies to drive business growth and improve operational efficiency
- Created SQL queries to extract, cleanse, and transform data for analytical purposes
- Utilized Jupyter Notebooks to conduct data analysis and create visualizations. Interactive presentations and dashboards were then created in Tableau
- Analyzed and developed insights from Kaggle datasets as well as datasets provided through the University of South Florida's Data Analytics program
- Leveraged Tableau and PowerBI to highlight key metrics for data-driven insights
- Experienced in conducting root cause analysis and identifying areas for process improvement
- Collaborated effectively with cross-functional teams to define project objectives, gather requirements, and deliver actionable insights

May 2004
Bachelor's of Science: Communications with Multi-Media Production emphasis
Oral Roberts University

WORK EXPERIENCE

CareerSource Polk / 2020 - 2024
Director of Outreach and Communications

- Extracted and analyzed data from various sources, including the EmployFlorida statewide system, website analytics, customer surveys, social media platforms and more to guide strategic efforts and identify opportunities for improvement
- Collaborated with IT and 3rd-party vendors for the creation of youth program application. Supported testing and troubleshooting efforts to ensure data accuracy and performance
- Successfully implemented data-based strategies that exponentially increased social media reach and impressions
- Developed Standard Operating Procedure (SOP) documentation and accompanying checklists
- Monitored and tracked KPI's to assess effectiveness of outreach and communications efforts
- Developed and implemented comprehensive communication and outreach strategies aligned with organization's mission
- Created and presented reports to senior management and stakeholders

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CERTIFICATIONS

NATIONAL WORKFORCE
PROFESSIONAL - TIER 1

AWS CERTIFIED
CLOUD PRACTITIONER
(ANTICIPATED
COMPLETION - DEC 2024)

WORK EXPERIENCE

CareerSource Polk / 2020 - 2024 (continued)

Community Outreach Coordinator

- Participated in public speaking engagements to businesses and community organizations about the organization's federally funded programs and services.
- Developed and strengthened relationships with key stakeholders, journalists, and media outlets
- Collaborated with CareerSource Florida regions to align communication efforts with overall organizational goals
- Created and distributed press releases
- Coordinated print and digital artwork for internal operations, external communications, and events

CreditPoint Software / 2013 - 2019

Marketing Specialist

- Collected and reported on data from various sources including Salesforce, website analytics, and marketing efforts for campaign optimization
- Collaborated with sales, QA, and software development teams to align marketing strategies to support strategic growth efforts for SaaS products and services
- Developed case studies and white papers
- Researched and established partnership opportunities
- Prepared reports for executive meetings
- Improved communication and processes with remote team members

BOK Center / 2006 - 2013

A/V Technician

- Venus Operator: Ran Daktronics system for in-house graphics on Fascia and Centerhung displays
- Collaborated with a wide array of production teams and personnel including Central Hockey League (CHL), World Wrestling Entertainment (WWE) Raw, Women's National Basketball Association (WNBA), and Arena Football League (AF2)

University Media Productions / 2004 - 2013

Producer / Director

- Created superior marketing and university products with minimal budgets, while working on multiple projects simultaneously. Successfully worked under tight deadlines and exercised confident decision-making under pressure. Quickly learned new technology.

Experience Includes:

Self-taught Adobe Certified Expert for After Effects

4-Time Telly Award recipient; One-time Davey Award recipient

Art Direction & led Motion Graphic team for 30-minute financial campaign feature

CG Operator for Fox College Sports ORU Men's Basketball for 5 seasons

Assistant Director for Video production team for Miss Oklahoma Pageant 2006-2011