

# Daisha Drayton

Highly motivated professional with technical skills in software development and statistical market research. Skilled in leveraging these abilities to create innovative solutions & maintain effective communication channels.

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## EXPERIENCE

### Mimi's Spa, Atlanta, GA — Business Development Rep.

Jan 2021 - PRESENT

- Leveraged advanced Excel skills to meticulously analyze a vast sales dataset, employing VLOOKUP and PivotTables to clean and segment data. This led to the identification of an untapped market segment, driving a remarkable 20% sales increase within a few months.
- Led data-driven decision-making processes, translating analytical insights into actionable strategies for product development, pricing optimization, and targeted marketing campaigns. Collaborated effectively with cross-functional teams to ensure alignment with business goals.
- Assisted in tracking and analyzing sales metrics, including lead conversion rates and pipeline growth & acted as a point of contact for prospective customers, providing information and answering questions about our products and services.

### Gaylan Bio, Remote Startup — Investment Relations Intern

Jan 2021 - Dec 2021

- Conducted research on potential investors and assisted in recruiting new investors for the company & collaborated with lead Investor Relations Specialist to develop new investment and marketing strategies to expand the company
- Participated in training and development opportunities to enhance knowledge of the investment industry and communication techniques.

## EDUCATION & CERTIFICATION

### Georgia State University, Atlanta, GA — Sociology

I have a bachelor's degree in sociology from Georgia State University, where I learned critical thinking and problem-solving skills, data analysis skills, communication skills, interpersonal skills, and understanding of social trends.

### Georgia Tech University, Atlanta, GA — Software Dev. Cert.

I learned programming languages such as Python, JavaScript, and SQL, as well as software engineering principles and methodologies and agile methods.

### DeepLearningAI, Coursera — Generative AI with LLMs

Create new content, such as images, text, and music, using artificial intelligence. This skill can be used to generate market research reports, surveys, and other materials.

## TECH SKILLS

Python, SQL, Excel (PivotTables, VLOOKUP), Javascript, Flask, HTML, CSS, Bootstrap, Node.js, Express API, GraphQL, MongoDB, Github, Heroku, Natural Language Processing

## PERSONAL PROJECTS

### Robo Bot — assistant bot that answers general questions

Developed using Flask, Python, HTML, CSS, Heroku

### PyQuiz — a quiz app that tests users python knowledge

Developed using React, JSX, CSS, Github Pages

## SOCIALS

Linkedin:  
<https://www.linkedin.com/in/daishadrayton22/>

Portfolio:  
<https://www.daishadrayton.com/>

Github:  
<https://github.com/Daisha22d/>