Daisha Drayton

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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.

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/