

Elizabeth Sanchez

Email: Elizabeth91764@gmail.com | **Phone:** 909-260-6716

PROFESSIONAL SUMMARY

Data-driven professional with expertise in data analysis, reporting, and market research. Skilled in R, Python, Excel, SQL, and Tableau, with experience in AI-assisted marketing, customer segmentation, and predictive modeling. Proven ability to analyze large datasets, generate actionable insights, and optimize marketing and business strategies. Passionate about leveraging data analytics to drive informed decision-making and improve operational efficiency.

WORK EXPERIENCE

CALOPTIMA / ORANGE, CA

Behavioral Health Member Liaison

Feb 2019 - Sep 2021 | Oct 2022 - Present

- Performed data entry and documentation within the Medical Management System, ensuring compliance with PHI/HIPAA guidelines and maintaining data accuracy.
- Tracked and updated member records to support data integrity and program reporting.
- Supported quality assurance efforts by reviewing service utilization data and assisting with validation processes.
- Processed referrals and updated case records, ensuring timely and efficient data collection for reporting and compliance.
- Collaborated with providers and internal teams to maintain accurate and up-to-date service information, ensuring alignment with quality assurance standards.
- Assisted in program evaluation efforts by supporting data collection and reporting initiatives.

Senior Behavioral Health Representative

Feb 2017 - Feb 2019

- Entered, updated, and maintained program data, ensuring accuracy and compliance with internal reporting standards.
- Tracked service utilization trends, supporting quality assurance initiatives by monitoring program effectiveness.
- Generated reports and summaries to assist in evaluating program performance and service impact.
- Maintained data integrity by ensuring documentation was complete, consistent, and aligned with compliance guidelines.
- Assisted in data-driven decision-making by providing insights from member interactions and service tracking.
- Collaborated with internal teams and providers to ensure accurate data collection and case documentation.

E BROKER / RANCHO CUCAMONGA, CA

Health Consultant

Nov 2014- Feb 2017

- Managed client records and enrollment documentation, ensuring accuracy and compliance with Affordable Care Act policies.
- Monitored enrollment trends to identify patterns that improved service delivery and outreach strategies.
- Utilized CRM tools and spreadsheets to track client information and streamline record-keeping processes.
- Generated reports on enrollment metrics, supporting strategic planning and program evaluation.
- Verified application details and maintained organized records, contributing to compliance and quality assurance efforts.

RESULTS STUDIO / ONTARIO, CA

Founder & Business Manager

Sep 2009 -Feb 2015

- Created and analyzed business performance reports, tracking key performance indicators (KPIs) related to sales, customer engagement, and revenue trends.
- Compiled financial and operational reports, evaluating profitability, expense trends, and marketing ROI to inform business decisions.
- Developed marketing analytics reports, utilizing social media metrics and customer insights to measure campaign effectiveness and audience growth.
- Generated structured reports on customer retention rates, service performance, and operational efficiencies, supporting strategic planning.
- Monitored and documented financial performance, analyzing sales fluctuations, expense patterns, and budget forecasting to drive growth.

INTERNSHIPS & PROJECTS

MARKET RESEARCH & DATA ANALYTICS INTERN / KYOCHON CHICKEN MARKET EXPANSION PROJECT

Cal Poly Pomona

Jan 2024 - Present

- Conducted a comprehensive market analysis of the U.S. casual dining and Korean fried chicken industry, identifying key customer segments, market trends, and growth opportunities.

- Performed SWOT analysis to evaluate Kyochon Chicken's strengths, weaknesses, opportunities, and threats in the competitive landscape.
- Executed sentiment analysis on customer reviews (Google & Yelp) to assess brand perception, identifying common themes in customer satisfaction and areas for service improvement.
- Evaluated digital marketing performance by analyzing SEO, social media engagement, and paid advertising effectiveness, comparing Kyochon Chicken's online presence to competitors.
- Developed structured reports and visual presentations to summarize research findings, supporting data-driven strategic recommendations.
- Utilized R and Python to clean, visualize, and interpret data for marketing and operational insights.
- Provided data-driven recommendations to optimize Kyochon's digital marketing strategy, consumer targeting, and brand positioning based on key findings.

DATA ANALYST INTERN (SIMULATED) / STUKENT

Cal Poly Pomona

Jan 2025- Present

- Managed and processed large datasets, ensuring accuracy and completeness across multiple software platforms.
- Conducted data validation and quality assurance checks, identifying trends and inconsistencies in marketing performance data.
- Developed automated reports and dashboards using Excel, Tableau, and Google Sheets to support data-driven decision-making.
- Analyzed program and campaign performance by tracking key metrics such as conversion rates, customer retention, and engagement trends.

DIGITAL MARKETING ANALYST INTERN (SIMULATED) / STUKENT

Cal Poly Pomona

Sep 2023 - Dec 2023

- Managed digital advertising campaigns, optimizing ad spend across Google Ads and social media.
- Performed keyword research and implemented SEO strategies to improve organic traffic.
- Analyzed campaign performance metrics (CTR, CPC, conversion rates) to optimize engagement.
- Developed A/B testing strategies to refine ad creatives and enhance click-through rates.
- Created reports to assess campaign effectiveness, measure ROI, and optimize marketing strategies.

EDUCATION

Master of Science in Digital Marketing and Analytics

CALIFORNIA STATE POLYTECHNIC UNIVERSITY | POMONA, CA

- ***Emphasis:*** Data Analytics, Business Intelligence, Artificial Intelligence (AI) in Marketing, and Digital Strategy
- ***Academic Distinctions:*** 4.0 GPA
- In Progress, expected completion August 2025

Bachelor of Arts in Psychology

CALIFORNIA STATE POLYTECHNIC UNIVERSITY | POMONA, CA

- ***Emphasis:*** Industrial/Organizational (I/O), Research Methods, Behavioral Data Analysis
- ***Academic Distinctions:*** 3.86 GPA, Summa Cum Laude, Dean's List, President's List

TECHNICAL SKILLS & TOOLS

- Data Analysis & Visualization: R (ggplot, dplyr, tidyr, shiny, readr), Python, Excel, Google Sheets, Tableau, SQL
- AI-Assisted Marketing & Research: ChatGPT, HubSpot, Qualtrics, SurveyMonkey, Google Analytics 4, Moz
- Marketing Analytics: Customer Segmentation, Market Research, Predictive Modeling
- Data Collection & Reporting: Qualtrics XM, SurveyMonkey Genius, Google Forms, Airtable, Quality Assurance, Compliance Documentation, Program Performance Tracking