Joanne Marie Cabonita Communication Research Graduate

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SUMMARY

A logical yet creative person who believes in the power of stories. Hopes to leverage data storytelling skills and research background in the professional world, supported with 5+ months of internship experience in market research, marketing, and monitoring and evaluation (M&E) which helped in nurturing skills in MS Excel, Data Visualization, and Data Analysis.

SKILLS

- **MS Excel**: conditional-arithmetic formulas, string manipulation, VLOOKUP, HLOOKUP, index match, pivot charts, pivot tables, statistical tests
- **Data Visualization**: Power BI (Dax, Power Query), Tableau
- **SQL**: Basic knowledge of MS SQL Server

EXPERIENCE

Market Research Intern │Nidec Control Techniques │ August – October 2023

- **Macroeconomic Analysis.** Teamed up with 20+ people to understand data sets for macroeconomic analysis, resulting in 3 successful projects
- **Data Collection.** Automated data processes through web scraping; resulted in 6,500+ collected data sets from open data catalogs, intelligence platforms, and business directories
- **Data Cleaning.** Performed data cleaning; resulted in cleaned manufacturing data of 2 countries in Power BI and 23 countries through Google Sheets and MS Excel

Activations And Influencer Marketing Intern │Strategic Works, Inc. │ May – June 2023

- **Event Management.** Helped 100+ guests by collaborating with the managers, crew, and suppliers during event pitches and 1 actual event
- **Social Media Monitoring.** Analyzed engagement metrics of 7 projects by monitoring social media data

School And Community Engagement Development Intern │Knowledge Channel Foundation, Inc. │ December 2022 – February 2023

- **Training Assistance.** Co-managed 7 programs by coordinating with the manager and officers to spearhead 3-day training rollouts
- **Monitoring and Evaluation.** Accomplished 7 projects by utilizing the assessment, monitoring, and evaluation (M&E) methods, MS Excel, and Google Sheets to extract survey results, clean the data, and conduct statistical tests
- **Data Reporting.** Presented M&E results and created 15 quantitative and qualitative reports; received an award for the said contributions
- **Data Entry.** Handled the 3 Spreadsheet records and master lists of the department, resulting in a revised, 5-month updated records

EDUCATION

Bachelor Of Arts in Communication Research │Polytechnic University of the Philippines – Manila │2019 – 2023

- **Relevant Courses:** Quantitative and Qualitative Data Analysis, Inferential and Descriptive Statistics, Data Interpretation and Reporting

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PROJECTS

MS Excel Bike Sales Dashboard │Personal Project │November 2023

- Created a dashboard through data cleaning techniques (text functions, conditional operations)
- Utilized Pivot Charts and Pivot Tables to know the target audience and purchasing factors

Power BI Data Professional Survey │Personal Project │November 2023

- Transformed survey results into a dashboard by preparing and cleaning data in Power Query resulting in a comprehensive overview of the data professionals' landscape

Power BI Sales Executive Summary │Personal Project │November 2023

- Performed data preparation in Power Query to develop a sales performance analysis
- Managed relationships via the modeling tab and created calculations through DAX

Tableau Airbnb Business Analysis │Personal Project │November 2023

- Visualized the data through calculated fields, bins, and joins to gain business insights

COVID Data Exploration in SQL │Personal Project │November 2023

- Explored data using common SQL statements, Join, CTE, Temp Table, and View

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CERTIFICATES

- **MySQL Essentials for Data Analyst** │DataSense Analytics │December 2023
- **Business Intelligence with Power BI Desktop** │DataSense Analytics │October 2023
- **Data Analytics Fundamentals** │DataSense Analytics │August 2023
- **Introduction to Career Skills in Data Analytics** │Microsoft and LinkedIn │October 2022

AWARDS

- **Best in Training Evaluation and Impact Analysis** │Knowledge Channel Foundation, Inc. │September 2023
- **President's and Dean's Lister** │Polytechnic University of the Philippines │2021 – September 2023