

MARITZA JIMENEZ

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Objective: Recent college graduate with strong analytical skills and hands-on experience, seeking to drive data-driven decision-making and strategic planning as a data analyst.

EDUCATION

University of California, Los Angeles

Bachelor of Arts: Economics & Geography/Environmental Studies

Awards: Hispanic Scholarship Fund Scholarship

Los Angeles, CA

September 2020 - June 2024

Relevant Coursework: Intro to Economics, Microeconomic Theory, Probability and Statistics for Economists, Econometrics, Macroeconomic Theory, Data Science for Economists, Principles of Accounting, Geographic Information Systems, Intermediate Geographic Information Systems, Remote Sensing

SKILLS

Language: Spanish (native proficiency)

Software: Proficient in MS Office Suite, SQL, R, Tableau, QGIS, Microsoft PowerBI, Python

Certifications: Google Data Analytics

PROFESSIONAL EXPERIENCE

Los Angeles County Internal Service Department

August 2023 - Present

Technology Professional Intern

Los Angeles, CA

- Organize, clean, and interpret large amounts of data in PowerBI to optimize LA County operations and address key needs.
- Develop and design interactive Power BI dashboards using data visualization techniques to analyze monthly, quarterly, and 3-year trends for LA County's Data Program, facilitating informed decision-making by General Managers.
- Implement user-friendly features, including filters and sliders, resulting in a 20% increase in dashboard engagement and a deeper understanding of complex data related to Los Angeles County Custodial.
- Monitored processes and programs by gathering and analyzing relevant information to ensure they were stable and proceeding as scheduled.
- Provided digital assistance support at the local library, aiding individuals in need and promoting digital literacy within the community.
- Prepared and compiled information by grouping and categorizing data in meaningful ways to facilitate analysis.
- Apply project management principles to complete assignments and meet deadlines in a structured and organized manner.

EZ Sign Delivery

March 2023 - June 2023

Sales and Marketing Intern

Los Angeles, CA

- Analyzed thousands of data points in the MLS database to determine most effective outreach times, resulting in a 150% increase in outreach effectiveness.
- Implemented effective communication strategies, leading to a 100% increase in revenue.
- Self-taught best social media practices to increase real estate agent engagement with the company.

PROJECT EXPERIENCE

Marketing Strategy Analysis

August 2024

Personal Project

Los Angeles, CA

- Analyzed smart device data to uncover trends in consumer behavior; provided actionable insights for marketing strategy.
- Followed a structured data analysis process: asking key questions, preparing and processing data, analyzing trends, and sharing insights.
- Developed high-level recommendations to enhance Bellabeat's product offerings and expand its presence in the competitive wellness market.

Impact of Global Temperature Increase on Life Expectancy

June 2024

UCLA, Econ 187 Applications of Economics Theory

Los Angeles, CA

- Collected and analyzed global temperature and life expectancy data using Python, employing various data analysis techniques.
- Conducted multiple regression analyses to identify the correlation between rising temperatures and changes in life expectancy.
- Discovered that increasing global temperatures have a slightly more detrimental impact on women's life expectancy than men's.