KIERAN TRASK
Data Analyst

I am a dedicated and detail-oriented Data Analyst with over a decade of experience in Entertainment Marketing. As a highly motivated problem-solver with leadership experience and a drive to succeed, I am constantly looking for the "why" behind the "how".

CONTACT

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SKILLS

- **Excel**
- **SQL**
- **Python**
- **Tableau**
- **Power BI**

PROJECTS

Nashville City Cemetery
Using Excel, I analyzed over 100 years of burial records to gather information about the history of this historic landmark.
See More: Github

PowerBI Dashboard
Using PowerBI, I created an interactive dashboard that shows various move statistics over a period of time.
See More: Github

EDUCATION

Middle Tennessee State University
Bachelor of Science : Journalism/PR

Project Management
Asana Certified

DATA ANALYTIC EXPERIENCE

Nashville Software School | Data Analytics Apprentice
January 2023 – Present
Intensive full-time bootcamp focusing on data analytics fundamentals and problem-solving. Used real-world datasets and included projects where findings were presented to stakeholders from the community.

- Analyzed data using Microsoft Excel, including utilizing pivot tables and lookups, and connected to external data sources using the PowerPivot add-on
- Built and deployed dashboards using Tableau and PowerBI
- Wrangled data and performed exploratory data analysis using Python's pandas library
- Created data visualizations using matplotlib and seaborn
- Gathered data through APIs and web scraping
- Performed geospatial analysis using geopandas and folium
- Retrieved and analyzed data using PostgreSQL and sqlalchemy
- Source code version control with Git/GitHub
- Project management/tracking with GitHub project boards and issue tracking

PROFESSIONAL EXPERIENCE

Grayscale Marketing | Digital Communications Manager
2022 - Present
Key responsibilities:

- Ability to find the story within the data. Not just the what, but the why
- Monitor all daily posts for Facebook, Twitter, Instagram, Linkedin, etc., while developing unique story angles and crafting a brilliant, engaging strategy that copywriters can harness to write amazing headlines and copy for your specific accounts and that drives the creative team to deliver top-notch designs
- Research, identify, and engage with key influencers, bloggers, and content portals related to our key areas of focus
- Develop ongoing actionable reporting based on mutually agreed upon client KPIs
- Understanding of testing principles and a disciplined approach to testing
- Drive consistent, relevant traffic and leads from the social network presence