

CRISTINA ATTFIELD

Data Analyst

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PERSONAL PROFILE

With experience in the hospitality and non-profit industries, I am looking to expand my passion for being of service to others with my new found skills in the field of data analytics.

SKILLS AND ABILITIES

Python	Jupyter Notebooks	Tableau
SQL	PostgreSQL	Power BI
Advanced MS Excel	Git/Github	

OTHER SKILLS

Conversational Spanish & Toastmasters International
Club Secretary for Skyline Raconteurs Toastmasters Club

DATA EXPERIENCE

Data Analyst (Apprentice)

Nashville Software School
March 2020 - Present

Full-time intensive introduction to data analytics and business intelligence processes and tools.

- Translated raw data into simple, actionable recommendations.
- Managed large open-ended projects by leading daily team stand ups, implementing sprints, and fostering team collaboration.
- Used Python, SQL, and Excel to quickly analyze large amounts of data.
- Contributed ideas and perspective; proposed new approaches to problems by using both creative and analytical thinking.
- Presented analyses using Tableau and PowerBI with close attention to design and functionality.
- Acted as team lead on multiple projects facilitating a creative, efficient, and fun team environment.

Projects

Capstone

With office buildings closed during the Covid-19 shutdown could this make conditions ripe for a legionnaire's outbreak?

- Analyzed the rise in waterborne diseases and water system violations.
- Used Python Pandas, Beautiful Soup, and Matplotlib.
- Created dashboard in Tableau.

Low Income and Elderly team project

- Acted as team lead leveraging each members strengths to arrive at the final recommendation for non-profit 'HandUp' who provides assistance for low income and elderly individuals.
- Analyzed tax data using advanced excel functions: Offset and Vlookup.
- Led direction of final dashboard design and created it using excel.

Tableau project

- Built a dashboard using Zillow open source data that captured the pattern in Nashville's median home price growth by neighborhood.
- Made an interactive map showing home price trends, over time by year, and line charts to visually demonstrate trends and patterns since 1996.

Power BI project

- Designed a dashboard comparing two different markets through use of a line chart and KPI's that reflected percentage change and return on investment per market.

HOSPITALITY/EVENT EXPERIENCE

Sales Coordinator

Nashville Convention & Visitors Corp - Nashville, TN
April 2016 – October 2017

- Demonstrated Nashville's availability/interest in hosting conventions by reaching out to partners to negotiate room blocks and rates, creating proposals, and organizing client site visits.
- Generated sales reports for the Vice President of Sales, the Director of National Accounts, and the Director of the Southern Regional Office.
- Built relationships with all clients, vendors, community members, and all organizational stakeholders.

Event Specialist

Stop Child Trafficking Now (SCTNow) - New York, New York
January 2012 – January 2013

- Worked directly with the National Director to plan and manage the SCTNow National Walk Campaign in 34 US cities.
- Led organizational weekly meetings to discuss walk planning, organizational updates, and departmental projects and initiatives.
- Analyzed effectiveness of fundraising strategies by pulling reports and creating statistics from Salesforce's non-profit database system – Convio.
- Created and implemented processes, policies, and systems to continually improve SCTNow's program efficiency.
- Trained, supervised, and contributed to the professional advancement of the new Walk Specialist and Walk Intern.

Travel Director (Contracted by Maritz Travel)

Executive Travel Directors - New York, New York
March 2011 – April 2014

Executive Travel Directors (ETD) connects profession Travel Directors (TDs) with meeting planning organizations from around the globe.

Travel Director

Maritz a Global Events Company - St. Louis, Missouri
January 2007 – May 2010

Maritz Travel works with meeting planners, sales operations and procurement teams to deliver business meetings and incentive travel programs for corporate, Fortune 100 companies.

- Assessed client needs throughout the event ensuring repeat business.
- Organized and executed events, conferences, product launches, and trade shows ranging from 150 to 30,000 participants.
- Liaised with clients to ascertain their precise event requirements communicating effectively with individuals at all levels of the company.
- Managed group room blocks, banqueting operations, catering, scheduling, audiovisual, security, transportation, and rental needs.

EDUCATION

Nashville Software School, Data Analytics Bootcamp
March 2020 - Present

Texas State University - San Marcos, Texas
B.A.I.S, Interational Studies with a Business Focus Minor in Spanish

VOLUNTEER EXPERIENCE

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| Big Brothers Big Sisters New York Chapter | August 2012 - April 2014 |
| Future Nepal "Women's Empowerment Program" | November 1st - 31st 2010 |
| Gender and Development for Cambodia | July 2010 - October 2010 |
| Disabled Children's Orphanage Vietnam | June 1st - 21st 2010 |