

HEATHER SOPEL DATA ANALYST

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ABOUT ME

Every day I become more excited about the numerous ways in which data analytics is informing critical decisions that impact our communities and the future of the world. I am looking forward to bringing my attention to detail and passion for data analytics along with my background in the arts to make an impact on business decisions.

SKILLS

- Excel
- SQL
- Tableau
- Power BI
- Git/Github
- Zoom/Slack
- Agile Methodology
- Kanban Boards

EDUCATION

NASHVILLE SOFTWARE SCHOOL
Data Analytics Bootcamp
Anticipated Graduation, Jan. 2021

UNIVERSITY OF WISCONSIN –
LA CROSSE
BA Theatre Arts, 2016
Emphasis in Stage Management
Minors in Arts Administration and
Mathematics

DATA ANALYTICS EXPERIENCE

DATA ANALYTICS APPRENTICESHIP

NASHVILLE SOFTWARE SCHOOL | 2020 - PRESENT

Five-month intensive introduction to data analytics and business intelligence processes and tools. The program places emphasis on analytical reasoning through hands-on training on every stage of the analytics workflow. Using real data presented by Nashville employers, when possible, learning includes communicating findings through presentations, storytelling, building reports, and creating dashboards. Onboarding process, instruction, and team work done remotely using Zoom.
Tools Learned: Excel, SQL, Tableau, PowerBI, and Python

PROJECTS

NASHVILLE CITY CEMETERY ASSOCIATION (NCCA) PROJECT:

- Used data from NCCA and pivot tables in Excel to analyze burial records, which led me to write an article with visualizations on the impact of two cholera epidemics in Nashville to generate interest in visiting the cemetery. ([GitHub Repository](#))

LAHMAN BASEBALL STATISTICS PROJECT:

- Used a dataset of 27 tables created by Sean Lahman and PostgreSQL to analyze baseball statistics, which required the use of joins, case statements, window functions, and common table expressions. As team leader for this project, I created a Kanban Board on GitHub to manage our analysis. I later used this dataset to create a data story about the career of baseball executive, Bill Veeck, for a class presentation using Tableau. ([Tableau Profile](#))

CENTRAL PARK SQUIRREL CENSUS DASHBOARD:

- Used data from the 2018 Central Park Squirrel Census and PowerBI to create an inactive dashboard, which maps the location of each squirrel sighting, illustrates the breakdown of the observed squirrel behavior, and highlights stories from the volunteer squirrel sighters. ([Project Link](#))

WORK EXPERIENCE

ARTIST RELATIONS COORDINATOR | ADMINISTRATIVE ASSISTANT

LIFE PROMOTIONS | 2016 – 2017, 2020

A non-profit organization whose mission is to *instill hope in youth* through anti-bullying and suicide prevention school assembly programs, a five-day Christian music festival (Lifest), and twenty weekend youth retreats across the country

- Maximized the artist relations process by transitioning their artist database to Marcato, a specialized database and report management tool for music festivals
- Communicated event logistics with all 85 artists and 4 lead artist-related volunteers prior to and during the music festival to ensure a successful event attended by over 20,000 people
- Supported the event directors with the planning and execution of twenty weekend youth events hosted at hotels across the country
- Created contracts and advanced all venue details for Bob Lenz's speaking engagements, which impact the lives of over 500,000 people each year
- Helped with editing of a bullying prevention curriculum containing 30 hands-on lessons for middle/high school students and the planning of professional development events for teachers

ASSISTANT STAGE MANAGER | OVERHIRE CARPENTER

STUDIO TENN THEATRE COMPANY | AMERICAN PLAYERS THEATRE |

NASHVILLE REPERTORY THEATRE | 2017 – 2020

Three professional, regional theatre companies whose mission's revolve around clear and impactful storytelling and creating theatrical experiences that inspire and build empathy

- Collaborated with the production team to ensure the director's vision was carried out under a range of rehearsal process lengths (2.5 – 6 weeks) in both indoor and outdoor settings
- Partnered with the stage manager to ensure the rehearsal room functioned efficiently
- Created tracking paperwork detailing the location/movement of each prop, set piece, and costume change
- Supervised 2-27 actors and 1-2 production assistants backstage during each show, checking places, performing first aid, and participating in scene changes when needed
- Forged an effective team relationship with the members of the scene shop to construct scenery safely and creatively under the direction of the technical director