



MIA SOZA

data analysis
marketing
vizualisation

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Hello! I am a junior data analyst and designer based in Nashville, TN. I have a background in marketing and communications, and want to grow professionally into data and marketing analytics roles.

Data Analyst Experience

Nashville Software School

Creative Consultant, Designer, Manager
Sept 2020 - Jan 2021

The Nashville Software School is an intensive, full-time four-month data analytics bootcamp with a focus on analysis & visualization through independent and group projects in remote, Agile environments.

- Complicated analysis and data cleaning using Excel and SQL.
- Using Power BI, Tableau and Adobe Illustrator for in-depth presentations.

Notable projects include:

- A Netflix movie picker, specifically made to curb "scroll blindness" by allowing users to filter movies based on specific parameters
- An in-depth analysis of the Metro Nashville Emergency response to recent natural disasters, focusing on call patterns.
- A two page analysis of the App Store's most profitable apps, and and market behavior.

Work Experience

Freelancer

Graphic Design
June 2019 - Sept 2020

Leveraging my past connections I was able to develop myself as a freelancer, specifically in the areas of design and illustration.

- Led a business rebrand, from logos to internal pieces of information with a focus on racial awareness.
- Designed a series of illustrations for a popular Youtube channel (DFTBA) to distribute to their 200+ premium subscribers.
- Designed a number of promotional materials, podcast tiles, and other digital media for small businesses and creators.
- Was sought out for commissions for personal use, such as portraits or gifts.

Skills

Data Analysis

Excel
Tableau
SQL (PostGRES)
PowerBI
Python
Git

Marketing

Adobe Creative
Cloud
MailChimp
Facebook Ads
Copywriting

Audio

Logic Pro X
Mixing
Editing
Recording
Live Sound

Teamwork

Remote Work
Agile Work
Airtable

Wave & Circuit

Creative Consultant, Designer, Manager
Aug 2018 - May 2019

An experimental art space and venue where I carried out a number of roles, such as creative consultant, manager and designer. In this role I was one of the only women in Missoula in this role and helped shape a unique business that was early in its growth.

- Created monthly workshops and events that centered around technology, art and communication, many of which continued after I left.
- Served in an event production role, frequently manning numerous technologies simultaneously.
- Provided creative consultation for clients in the matters of graphic design, social media, experiences, and diversity & inclusion.
- Developed strategic partnerships with businesses, securing us donations in funds and equipment.
- Created a popular LGBTQ+ event series which would regularly pull in over \$900 in profit on one night events.

KBGA College Radio

General Manager, Outreach Coordinator, News Director, Reporter
Aug 2014 - Apr 2018

Moving through KBGA allowed me to experience the full range of duties associated with operating, promoting, funding and directing an independent radio station. In addition to being an active staff member, I had a number of successful, genre-spanning radio programs during my time there. My duties included:

- Coordinating a volunteer base of 100+ DJs and led teams ranging from 4 - 12 staffers to plan and host a number of shows and events throughout the year.
- Managed a fundraiser that raised over \$13,000 with donations from businesses, advertising partnerships and pledges from community members.
- Reported for, then later curated, an informative weekly news program with a tight deadline and emphasis on independent stories from around the community.
- Created recurring events that strengthened partnerships with existing sponsors and focused on the off-air interests of our audience.
- Designed the station's print media, social media advertisements, e-mail graphics, and merchandise items, as well as carried out social media campaigns that increased our followers across Facebook and Instagram by 60%.

Education

Nashville Software School

Data Analytics, 2021

University of Montana, Missoula
B.A. Journalism, 2019

Awards

Mark of Excellence Award (Podcasting),
Society of Professional Journalists, 2018

Best Produced Show,
KBGA College Radio, 2018

Gold Award,
Girl Scouts of the USA, 2014