

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

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|-------------------|-------------------|----------|
| 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 being closed during the Covid-19 pandemic, could this make conditions ripe for a legionnaires' outbreak?

- Analyzed the rise in legionnaires disease.
- Used Python Pandas, Excel, and Tableau.
- Created presentation in Google Slides.

Outcome: Conditions look favorable for the growth of legionella, we should expect to see an increase in legionnaires disease cases.

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.

WORK 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 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

- Big Brothers Big Sisters New York Chapter
- Future Nepal "Women's Empowerment Program"
- Gender and Development for Cambodia
- Disabled Children's Orphanage Vietnam