

ABOUT ME

I enjoy problem solving with a passion for mathematics. I aspire to be the change that I want to see in the world and being a woman in tech is that for me. As a Data Analyst I have the ability to produce and translate numerical data with no ceiling, no gender, just the beauty of the numbers for what they truly are.

CONTACT



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Nashville, TN



EDUCATION



NASHVILLE SOFTWARE SCHOOL
Data Analytics
MAY 2021



UNIVERSITY OF TENNESSEE-KNOXVILLE
Economics, Business Analytics
DEC. 2017

VALENCIA GOOCH

DATA AND LOGISTICS ANALYST | PROJECT MANAGER

DATA ANALYTICS EXPERIENCE

NASHVILLE SOFTWARE SCHOOL

DATA ANALYTICS APPRENTICE (JAN 21' - PRESENT)

Fast pace, intensive, real-world data analytics training cohort used to provide experience and deep understanding of business intelligence. Worked both independently and in team environments using Excel, SQL, Tableau, Power BI, and Python to produce reports and data management.

PROJECTS

NASHVILLE CEMETERY PROJECT (link)

- Created a dashboard presentation for the board of directors for Nashville cemetery data for famous Nashville residents buried at the site.
- Used excel to create graphs and charts highlighting similarities to help execute marketing strategies and suggestion to increase attendance and spark interest.
- Highlighted trends in medicine, literacy and racial equality and historical trends that could be used as reference for future projects.

HANDS UP AMERICA PROJECT (link)

- Created an interactive dashboard for Hand Up America, an organization that aids with low income and elderly taxpayers.
- Used provided 2016 IRS individual Tax Return data to include state level information and how that data compared to the national picture.
- Gave 10-15-minute presentation to HUA Board to show how to use the dashboard and what insights it provides • Provide HUA Board list of suggested states to allocate funding to.

CERTIFICATION

BLOOMBERG MARKET CONCEPTS

EXPERIENCE

CUSTOMER CARE REPRESENTATIVE

CVS CAREMARK (APR 19' - Jan 21')

Caremark is a leading prescription benefit management company that provides prescription insurance coverage and plans for its contracted clients.

- As a lead CCR I participated in all outbound campaigns to drive down callbacks and drive customer satisfaction upward of 80%.

CASE MANAGER/ LEGAL ASSISTANT

OGLE, ELROD & BARLL, PLLC (FEB 18' - NOV 18')

OEB is a national law firm that specializes in car accident and personal injury representation.

- Provided project management, operational support, and resource insight for over 800 clients. Built case summaries, client files, and prepared caseloads for all 800 plus clients to meet hearing deadlines.

LEAD GENERATION SPECIALIST

CLAYTON HOMES (JAN 17' - NOV 17')

Clayton Homes is one of America's leading home builder. They specialize in providing quality modular, manufactured, and mobile homes at affordable rates.

- Marketed to upward 700 potential clients weekly containing home starter packets and personalized housing information to set appointments for sales representatives and drive sales. Achieved over 100% of targeted goal line every quarter while employed.

NIGHT SHIFT MANAGER

JAMAICAWAY RESTAURANT & CATERING (JUN 12' - DEC 14')

JamaicaWay is a local owned authentic restaurant and chain bringing a taste of authentic Jamaican food to Nashville, TN.

- Managed day-to-day operations providing logistical support and assigning projects and tasks to staff to maintain and build profit margin targets. Helped company establish and setup two additional restaurants to initiate expansion.

SKILLS

Git/ GitHub

R, R Studio

JMP Software

PostgreSQL

Access

Power BI

Tableau

Google Sheets/Docs/Slides

PowerPoint

Excel (Pivot tables, VLOOKUP)