

HOLLIDAY THERRELL

Data Analyst

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SKILLS

Python | SQL | Salesforce |
Excel | Tableau | PowerBI | APIs |
ETL & EDA Processes | Agile Workflow |
Team & Client Communication

EXPERIENCE

Data Analytics Apprentice, Nashville Software School

May 2021 – Present

Full-time program using statistical reasoning through hands-on training in Python, SQL, Excel, Tableau, and Power BI with a focus on data storytelling, building reports, and creating dashboards.

Projects:

- **Art Grants Distribution:** Used Python EDA & geospatial modules to investigate THRIVE Art installations by Metro Council District
- **AppTrader Startup Investment:** Applied SQL code to determine most profitable app acquisitions based on unique business model
- **Government Glass Ceiling:** Created an interactive PowerBI dashboard to analyze gender pay gaps in the Nashville government
- **Economic and Community Development Impact:** Used Tableau data storytelling to highlight the enormous significance of the Nashville Oracle expansion compared to all other TN business developments in the past decade

GeekCause Intern, Hands On Nashville

Feb 2021 – Apr 2021

Hands On Nashville strives to meet community needs through volunteerism. From consultation to solution implementation, GeekCause provides a low-cost platform for nonprofits to solve tech-based challenges through the support of tech-skilled volunteers.

- Optimized the volunteer background check process by repairing a Salesforce integration, adding object fields, & building reports
- Designed a monthly KPI dashboard for the GeekCause program that allowed a 3-hour process to be done in under 10 minutes
- Cleaned & aggregated survivor data after the March 2021 flood to improve volunteer coordination and expedite FEMA assistance
- Developed the GeekCause Starter-Kit program by soliciting feedback from skilled volunteers in 6 technology domains

Multiple Positions, Mathnasium Learning Centers

Oct 2011 – Dec 2020

Mathnasium is an international franchise focused on changing children's lives through math. Instructional approaches go beyond traditional math tutoring to develop each student's understanding of and love for math.

Co-Owner Oct 2018 – Dec 2020

Center Director Apr 2017 – Sept 2018

Lead Instructor Aug 2016 – Mar 2017

Level 1 Instructor Oct 2011 – July 2016

- Grew the centers' student base and revenue by over 100% during my management tenure
- Coordinated the shift to virtual learning for 15 staff members and over 100 families during the COVID-19 pandemic
- Negotiated a discounted year-long, full-page ad contract with Nashville Parent Magazine for all 5 Mathnasium locations in Middle TN
- Organized weekly math clubs at JT Moore Middle School and Family Math Nights at 4 schools to give back to our community
- Managed QuickBooks accounting for the centers to ensure proper reconciliation while also finding ways to improve our profit margin
- Conducted interviews and managed onboarding process for new hires to ensure a diverse, cohesive team of instructors

EDUCATION

Nashville Software School

Aug 2021

Data Analytics Bootcamp Certification

Vanderbilt University

May 2018

BS in Mathematics, BA in Education Studies

COMMUNITY SERVICE

Salesforce Automation: Music For Seniors (GeekCause Project)

May 2021 – Present

Using Process Builder, Apex Code, Visual Force Code, REST API, Flows, and Workflow Rules to automate their event coordination process.

MNPS Volunteer Tutoring: PENCIL Foundation and Mathnasium

Aug 2017 – Present

In-person and virtual tutoring with elementary, middle, and high school students. Will be representing PENCIL's BrightPath model on a panel for 400 – 500 business leaders, volunteers, donors and educators to learn about MNPS initiatives in the '21-'22 school year.