MALLORY BLAKE

DATA ANALYST •
BUSINESS PROCESS ANALYST

mobile | 402.660.3147
mallorykblake@gmail.com
https://github.com/mkblake
https://www.linkedin.com/in/malloryblake/

PROFILE

Seasoned professional with experience as a business analyst, project manager, & marketing/recruiting coordinator. I thrive at the intersection of process improvement, stakeholder communication, & analyzing data to form actionable insights. I ideate, implement and refine organizational processes and workflows. In May 2021 I made a strategic career pivot to learn the data analytics skills needed to relaunch my career in the technology sector.

EDUCATION & CERTIFICATION

Nashville Software School - Certificate in Data Analytics
Northwestern University - B.S. in Learning & Organizational Change

SKILLS

Excel	SQL(PostgreSQL)	Power BI
Tableau	Python	Emma
Slack	Microsoft 365	Google Suite

PROFESSIONAL EXPERIENCE

Nashville Software School • Data Analytics Apprentice • May 2021 - Present
- Intensive introduction to data analytics & business intelligence tools, including Excel(VLOOKUP, PowerPivot), SQL(PostgreSQL), Github, Power BI, Tableau, Python, Data Visualization, Exploratory Data Analysis
- Emphasis on building technical skills through project-based learning

Projects
- **Child Language Study (PostgreSQL, PgAdmin)**: Guided analysis of 62,000 poems written by children grades 1 to 12 utilizing JOINS, UNIONS, Common Table Expressions (CTE's), CASE statements.
  https://github.com/mkblake/child-language-study
- **Southeastern Technology Jobs Report (Excel, Power BI)**: Independent data cleaning & exploratory data analysis of May 2020 Occupational Employment and Wage Statistics data released by the U.S. Bureau of Labor Statistics. Interactive dashboard noting "tech hubs" & employment trends in Southeastern U.S.
  https://github.com/mkblake/tech-jobs

Belmont University College of Law • Admissions Advisor & Program Assistant • December 2017 - March 2021
- Develop print & digital marketing content, including viewbook, website, email campaigns, social media
- Develop reports, perform data transfers & establish workflows via ACES, a law school admissions recruiting database/CRM
- Manage a $94,000 advertising & recruiting budget
- Onboarded three new admissions staff members

SnapShot Interactive, May 2015 - June 2017 • Team Operations Manager • Project Manager
- Collaborated with sales & creative teams to translate client needs into an executable vision by creating project pitches, scopes & budgets
- Crafted & implemented a resource scheduling initiative using Mavenlink project management software; owned & led continual business process improvement
- Managed over 200 projects, up to $120,000 each in scope, for video, marketing, animation & web departments
- Key client relationships included HCA, Tennessee Hospital Association, Tractor Supply, Belmont University Center for Executive Education
- Guided each client through the creative process to ensure project goals & expectations were met; ensured integrity of the final product

Healthcare Realty • June 2013 - May 2015 • Business Analyst, Technology Services
- Gathered business requirements & conducted business analysis; managed the purchase, implementation, software testing,

release, & marketing campaign of ePay, an online tenant payment portal powered by U.S. Bank
- Project-managed development of new features for .NET custom software for Open Enrollment, including gathering business requirements, testing, release & follow-up assessment
- Trained over 100 employees of all technical levels on Outlook calendar updates via live, in-person presentations
- Created & edited employee user guides for SharePoint intranet portal

Healthcare Realty • Human Resources Generalist • February 2013 - June 2013
- Partnered with hiring managers to hire 5 new employees in 4 months
- Updated job descriptions, posted positions, tracked applicants, conducted phone screens
- Arranged in-person interviews & administered follow-up communication
- Managed new hire onboarding, including benefits enrollment & orientation