

# MALLORY BLAKE

## DATA ANALYST • BUSINESS ANALYST

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<https://github.com/mkblake>

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### PROFILE

Seasoned professional with experience as a business analyst, project manager, and marketing/recruiting coordinator. I thrive at the intersection of process improvement, stakeholder communication, and 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 Student • May 2021 - Present

- Intensive introduction to data analytics and 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 and 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" and employment trends in Southeastern U.S.  
<https://github.com/mkblake/tech-jobs>

#### Belmont University College of Law • Admissions Advisor • December 2017 - March 2021

- Develop reports, perform data transfers & establish workflows via ACES, a law school admissions recruiting database/CRM
- Develop print & digital marketing content, including recruiting viewbook, social media, email campaigns, website CMS
- Manage a \$94,000 advertising and recruiting budget
- Onboarded three new admissions staff members, including ACES software training

#### SnapShot Interactive • May 2015 - June 2017 • Team Operations Manager • Project Manager

- Collaborated with sales and creative teams to translate client needs into an executable vision by creating project pitches, scopes and budgets
- Crafted and implemented a resource scheduling initiative using Mavenlink project management software; owned and led continual business process improvement
- Managed over 200 projects, up to \$120,000 each in scope, for video, marketing, animation and 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 and expectations were met; ensured integrity of the final product

#### Healthcare Realty • February 2013 - May 2015 • Business Analyst, Technology Services • Human Resources Generalist

- Gathered business requirements and conducted business analysis; managed the purchase, implementation, software testing, release, and 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 and follow-up assessment
- Trained over 100 employees of all technical levels on Outlook calendar updates via live, in-person presentations
- Created and edited employee user guides for SharePoint intranet portal
- Updated job descriptions, posted positions, conducted phone screens, arranged interviews, managed onboarding