

Skills

Python

Libraries: pandas, matplotlib

SQL

Software: MySQL

Excel

Tools: Pivot Table, Pivot Chart, XLOOKUP, VBA, Power Query

Power Bi

Tools: DAX, API, Power Query

Work Experience

MARKETING DATA ANALYST – Miracle Ear – Phoenix, AZ

September 2023 - Current

- Managed a wide range of reporting responsibilities across various timeframes (Weekly, Monthly, etc...)
- Streamlined the process for Front Office Associates to access Open House telemarketing lists resulting in a 30% increase in show rates
- Automated excel reports utilizing **Power Query** and **VBA** reducing processing time up to 92%
- Supported the execution of Open House events by putting together DM/Email/Telemarketing lists

QUALITY SOLUTIONS AUDITOR INTERN – BCBS of AZ – Phoenix, AZ

September 2022 - November 2022

- Transformed and created multiple Desk Level Procedures for the Health Service Technicians
- Increased work efficiency for Health Service Technicians at BCBS
- Developed methodologies for using **Power BI**
- Engaged in many workshops with programs such as CareWeb QI and Guiding Care

Projects

LAYOFFS EXPLORATORY DATA ANALYSIS (EDA) – Personal Project – Phoenix, AZ

June 2024

- Used **aggregation function** (e.g., SUM(), MAX()) and GROUP BY to analyze layoffs by company, industry, and country
- Conducted **time-series analysis** to monitor cumulative layoffs over time, employing DENSE_RANK() and other ranking functions to highlight top companies by layoffs per year
- Built **rolling sum calculations** and utilized **date formatting** functions for monthly view of trends

LAYOFFS DATA CLEANING – Personal Project – Phoenix, AZ

May 2024

- Utilized **SQL** to remove duplicates and standardize fields across the dataset
- Created a **Staging Table** and used **window function** (e.g., ROW_NUMBER()) within **CTEs** to identify and remove duplicate entries efficiently
- Standardized data formats (e.g., country names, date fields) and transformed data types to improve consistency and prepare for analysis

Education

BACHELOR OF SCIENCE IN BUSINESS – Arizona State University – Tempe, AZ

Summer 2023

Major: Business Data Analytics