

# Sophia Martinez

DATA ANALYST

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## Objective

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Dedicated Data Analyst seeking to leverage advanced statistical analysis and visualization expertise in a progressive organization where I can drive business insights and support data-informed decision making.

## Experience

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### DataStream Analytics | Senior Data Analyst 2021 — Present

- Reduced reporting time by 70% through automation of key business metrics
- Built interactive dashboards that increased stakeholder data engagement by 45%
- Developed predictive models resulting in 30% improvement in customer segmentation accuracy
- Led cross-functional data initiatives that generated \$2.4M in additional revenue TechVision Corp | Data Analyst 2018 — 2021
- Performed ETL processes for data from multiple sources
- Created weekly and monthly reports for executive leadership team
- Identified data quality issues and implemented cleaning protocols
- Collaborated with marketing team to optimize campaign targeting by 35%

## Qualification

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University of Texas, MS Business Analytics

2018

Major: Business Analytics | Minor: Computer Science

Rice University, BS Statistics

2016

Major: Statistics | Minor: Economic

## **Skills & abilities**

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- Data visualization
- SQL
- Python
- R
- Machine learning
- Communication