Tamira Carter

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Orlando, Florida

PROFESSIONAL SUMMARY

Data-driven Student Retention Specialist with 5+ years of experience at Risepoint, translating engagement and behavioral data into actionable insights for cross-functional stakeholders. Experienced producing executive-ready reports and presentations, synthesizing qualitative and quantitative inputs, and delivering recommendations that support strategy and decision making. M.S. in Business Intelligence & Data Analytics; tools include Excel, PowerPoint, SQL, Python, Tableau/Power BI.

KEY COMPETENCIES

- Market & Higher -Ed Landscape Research
- Qualitative & Quantitative Research
- Research Design Support
- Insight Development & Prescriptive Recommendations
- Data Storytelling & Visual Reporting
- Cross-Functional Stakeholder Management
- Project & Deadline Management
- Excel Analysis
- Data Analysis & Business Modeling

PROFESSIONAL EXPERIENCE

Risepoint
Student Retention Specialist   **July 2019 - Present**

- Achieved 68th percentile retention in Q3 2025 summer term (seasonally volatile due to breaks, internships, and travel) by refining at-risk identification and intervention tracking in Excel.
- Used repeatable Excel trackers to segment populations and monitor leading indicators, to support targeted outreach.
- Produced recurring performance summaries and stakeholder-ready documentation, and presented performance insights.
- Translated quantitative and qualitative themes into actionable insights and prescriptive recommendations for internal stakeholders.

Wiley   **June 2022 - June 2023**
User Experience Research Intern

- Collaborated with the design team to develop wireframes, prototypes, and user-centered features for educational platforms.
- Conducted user research and usability studies to support data-driven design decisions. I also contributed to marketing and social media campaigns by aligning visuals with UX best practices.

University of Florida   **June 2016 - Dec 2018**
National Science Foundation – Scholarship for Service Coordinator

- Managed a multi-million dollar NSF grant by tracking budgets, compiling fiscal reports, and ensuring regulatory compliance.
- Led student recruitment, program coordination, and outreach to underrepresented communities.
- Supported grant reporting and promoted STEM career pathways through university partnerships and events.

EDUCATION & CERTIFICATIONS

M.S. in Business Intelligence and Data Analytics
Saint Mary's University of Minnesota – Graduated

B.A. in Communications
Buffalo State University – Graduated

Certificate in Business Analytics
Saint Mary's University of Minnesota

Google UX Design Certificate
Google

TECHNICAL SKILLS

- **Microsoft Office:** Excel, PowerPoint, Word
- **Analytics & Data**: SQL, Python
- **Visualization & BI:** Tableau, Power BI
- **Research & UX:** Qualtrics, Figma, Adobe XD
- **Other Tools:** ArcGIS Pro