

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

## PROFESSIONAL EXPERIENCE

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

- Achieved 68<sup>th</sup> 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, monitor leading indicators, and 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