CHI (ALISON) DANG

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EDUCATION

Drake University
Bachelor of Science
Des Moines, IA
08/2020 – 12/2023

- **Major**: Computer Science and Data Analytics, **Minor** in Business Administration
- **Honor & Award**: Presidential Scholarship, International Student Grant Scholarship
- **Certification:** IBM Data Science, Meta Front-End Developer.

PROFESSIONAL EXPERIENCE

Il Mulino Di Valenzano Bakery
Sales Analyst
Franklin Park, IL
05/2024 – 07/2025

- **Sales Analyst**: Boosted stock accuracy by 25% through pivot-based inventory reporting, reducing admin workload by 30%.
- **Operations Process Improvement:** Improved customer satisfaction by 15% through the streamlining of sales and operational workflows using Excel.
- Built feedback analytics linking purchasing patterns to sales strategies using QuickBooks data.

EMC Insurance Companies
Intern – Strategic Analyst
Des Moines, IA
06/2022 – 09/2023

- **Data Accuracy:** Improved policy accuracy by 10% and processing efficiency by optimizing reports with Denodo SQL and Excel integration.
- **Reporting Automation:** Automated monthly reports with SQL scripts and Excel templates, increasing accuracy by 20% and reducing reporting time by 30%.

SKILLS

- **Data Management and Analytics tools:** GitHub, Denodo, MySQL, PostgreSQL, Advanced Excel, Power BI, Tableau.
- **Programming Languages:** Python, R, SQL, SAS, NoSQL, and Java.
- **Web Technologies:** HTML5, CSS, and JavaScript (Node.js and React,js**).**
- **Other Technologies & Tools:** Microsoft Office, TeamDynamix, QuickBooks, Jira, Slack, and Figma**.**

RELATED PROJECTS

Machine learning with R & SAS: Consumer Demographics & Recommendations for Personal Skincare

- Leveraged SAS Generalized Linear Models to segment customers and guide data-driven marketing personalization.
- Generated machine learning models (Decision Trees, Random Forests) in R to enhance premium skincare marketing strategies by predicting high-value customer segments with 89% accuracy.

Sales & Marketing Data Analyst – The Glow Company

- Collaborated with the marketing team to analyze more than 15 years of historical sales and customer data, identifying product performance trends and promotional effectiveness using **SQL, R**, and **Power BI.**
- Identified top-performing products that generated $500K+ in revenue and revealed that Sephora-exclusive and online-only channels accounted for over 97% of sales volume.

ADDITIONAL EXPERIENCE

Drake University ITS
Front Desk Student Technician
Des Moines, IA
03/2021 – 09/2023

- Prioritized and resolved over 50 technical issues monthly using a TeamDynamix system, streamlining the escalation process for complex problems to senior ITS team members, ensuring minimal downtime across campus systems.
- Installed software, configured systems, and maintained devices for faculty, staff, and students, reducing recurring issues by 20% and ensuring smooth campus operations.

Application Systems Analyst Student Technician
06/2022 – 09/2023

- Handled over 300 computers across faculty, staff, and lab environments, increasing efficiency by 20% and cutting costs by 15%.
- Troubleshot imaging and software compatibility issues with cross-functional teams at ITS, reducing deployment errors by 15% and ensuring smooth campus-wide operations during peak deployment times.

Drake University Cowles Library
Peer Research and Access Services Student Assistant.
Des Moines, IA
06/2022 – 12/2023

- Managed 100+ student and faculty inquiries annually via chat, phone, and in-person support, ensuring timely and professional resolution across all communication channels.
- Maintained and updated library databases, ensuring accurate records and streamlined resource tracking.

COMMUNITY INVOLVEMENT

Drake DATA Club
Secretary
Des Moines, IA
09/2021 – 12/2022

- Streamlined club communication for 50+ members by revising and maintaining the member database, achieving a 95% engagement rate for events, meeting, and activities.
- Facilitated efficient club operations by coordinating meeting schedules, recording minutes, and ensuring timely follow-ups, enhancing member participation and organizational transparency.