Amy Gaffney

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EDUCATION

Arizona State University	**December 2024**
Bachelor of Science, Business Data Analytics	*Online*

- Dean's List: Spring 2024, Fall 2024
- Information Systems Association

CERTIFICATIONS & SKILLS

- **Certifications:** University of California, San Diego Data Science and Visualizations Certification
- **Skills:**
  - Analyzed large datasets using Python and Tableau to create interactive dashboards
  - Applied logistic regression for predictions and managed data in SQL Server
  - Worked with nationwide team members to create data storytelling projects
  - Deployed advanced Excel formulas into easy to interpret metrics and information

WORK EXPERIENCE

Starbucks	**June 2017 – Present**
Supervisor	*San Diego/Malibu, CA*

- Built leadership and problem-solving skills by guiding a team of 20+ to maintain product quality, handling cash, and ensuring smooth daily operations in a busy, customer-focused setting
- Led team to identify key performance indicators, analyzing daily sales data to drive sales, improve resource allocation and boost efficiency
- Utilized customer satisfaction insights to increase positive feedback through targeted service adjustments

Bay Park Flowers (Seasonal)	**May 2021– Present**

Floral Designer
San Diego, CA

- Pioneered novel data interpretation methods, enhancing business development
- Ensured top-tier customer service, securing repeat patronage
- Optimized inventory control, reducing wastage and leveraging resources
- Elevated staff output via effective timetable management

Shirley Parsons, North America	**May 2019 – July 2019**

Social Media Strategist
Remote

- Leveraged social media trends to enhance web traffic
- Developed engaging content specific to industry trends
- Upheld Environmental Health safety standards
- Managed communications across international division effectively