Alejandra "Alley" Hernandez

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EDUCATION

California State University, Fullerton, Fullerton, CA   January 2024

Bachelor of Business Administration, Information Management Systems, Minor in Computer Science

Relevant Courses: Business Communication, Organizational Behavior, Information Technology for Managers, Systems Analysis and Design, Business Telecommunications for Information Systems Design, Integrated Enterprise Information Systems

University of California, Los Angeles Extension, Los Angeles, CA   Expected June 2024

Data Science Certificate   GPA: 3.46

Relevant Courses: Introduction to Data Science, Data Analysis and Visualization, Big Data Management, Machine Learning Using Python

SKILLS

- **Technical Proficiency:** Knowledge of operating and troubleshooting a broad range of electronics, including LCD/LED HDTV/UHD TVs, computer monitors, laptops/desktops, and multimedia audio speakers. Also familiar with office equipment such as copiers, scanners, printers, fax machines, and phones.
- **Software and Programming Skills:** Proficient in the MS Office Suite (Word, Excel, PowerPoint, Visio, Teams, Azure, Outlook), Windows, MacOS, iOS, and Android platforms with experience in programming and debugging using C/C++, Python, SQL, and R for in-depth data analysis and visualization.
- **Data Analysis and BI Tools:** Exhibits a strong capability in generating statistics and insights through the advanced use of SQL, Python, Tableau, DASH, MySQL, Microsoft SQL Server, and SAP Fiori, along with other Business Intelligence (BI) Tools, for technical analysis and informed decision-making.
- **Project Management and Design:** Demonstrated knowledge in project management, utilizing tools such as Microsoft Project, Lucid Chart, Moqups, and Draw.io for effective diagramming and design. Skilled in Agile development methodologies, emphasizing cross-functional collaboration, design thinking principles, road mapping, prioritization, UX design, and digital marketing strategies.
- **Customer Service and Problem-Solving:** Experienced in managing high-volume phone calls, emails, and online chat and text requests, with the ability to multitask effectively under pressure. Proficient in troubleshooting and resolving customer issues with a calm and professional demeanor, even in stressful situations, showcasing strong problem-solving abilities.

WORK EXPERIENCE

Freelance | Private Mathematics Tutor | Orange County, CA   June 2019 - Present
- Developed and implemented personalized tutoring strategies to meet the diverse needs of students across a variety of mathematical subjects, including Algebra, Geometry, Calculus, and Statistics.
- Utilized a range of educational technology tools and platforms for remote tutoring.
- Maintained a calm, patient, and professional demeanor under pressure, especially when addressing students' frustrations or difficulties understanding complex subjects.

Allstate Insurance | *Customer Service Retention and Compliance Supervisor* | Santa Ana, CA   March 2021 – October 2023
- Led a team in a high-pressure environment, effectively managing multiple channels of customer communication including phone calls, emails, and online chat support, demonstrating strong multitasking and customer service skills.
- Spearheaded the development and implementation of a Workflow Management System and a Customer Relationship Management (CRM) System, significantly enhancing business operations and customer service capabilities.
- Utilized advanced Excel analytics to create data-driven incentive plans and PivotTable reports, improving sales team productivity and enabling data-driven decision-making that aligns with generating statistics for technical analysis.
- Conducted compliance monitoring and anomaly detection, utilizing DASH analytics to mitigate operational risks and implement preventive measures, showcasing my ability to troubleshoot and resolve issues systematically.

Kinecta Federal Credit Union | *Research and Insights Intern* | Manhattan Beach, CA   June 2021 – August 2021
- Conducted comprehensive data analysis on Generation Z's financial behaviors, utilizing Excel pivot charts for clear data presentation, which contributed to strategic decision-making and enhanced client understanding.
- Designed and implemented surveys to capture key financial preferences, using insights to drive strategic initiatives aimed at expanding the customer base among younger demographics.
- Collaborated with the IT team to research and analyze competitor products and websites, identifying performance anomalies and recommending enhancements to improve system efficiency and user satisfaction.
- Transformed complex data into strategic insights for the Board and Executive Team, demonstrating my ability to work collaboratively in a team environment and contribute to the company's strategic goals.