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| **Work Experience** | |  |
| ***Production Associate***, Tesla,Sparks, NV | | **Dec 2022 to Present** |
| * Received a raise within first six months, demonstrating my exceptional work ethic, engineering quality, and positive collaboration | | |
| * Leveraged data engineering principles in tracking and visualizing versatility at workstations, providing monthly progress reports to supervisors | | |
| ***Marketing Analyst***,Caesars Entertainment,Las Vegas, NV | **Nov 2019 to Jul 2021** | |
| * Automated P&L and KPI processes via SQL and Python, saving $50k annually and enhancing data standards operations collaborations | | |
| * Implemented confidence intervals and test/control concepts, leading to 3% more profitable marketing campaigns and a 10% reduction in campaign costs | | |
| * Utilized Tableau to create a detailed zip code analysis and population density dashboard, facilitating precise market segmentation, resulting in a 5% increase in campaign performance metrics | | |
| ***Pricing Analyst***, American Homes 4 Rent,Las Vegas, NV | | **Jul 2018 to Nov 2019** |
| * Spearheaded a program identifying high-risk renters using BI collaboration, leading to the development of Tableau and Excel dashboards for effective monitoring | | |
| * Achieved above-market occupancy rates by designing and implementing data-driven pricing strategies for 22 rental markets, creating robust databases to support strategic decision-making | | |
| * Analyzed price elasticity of demand metrics by market over time, driving a year-over-year revenue increase of 3% | | |
| ***Scientist/Statistical Consultant***, UNLV,Las Vegas, NV | | **May 2015 to May 2018** |
| * Analyzed survey data from introductory students and found a link between skill development, grades, and GPA, showing the psychometric validity of the survey | | |
| * Published a peer-reviewed article on efficient methods for scoring the Levels of Emotional Awareness Scale (LEAS) using Program for Open-Ended Scoring (POES), enabling wider use of the LEAS and advancing the research on emotional awareness. | | |
| * Developed a FORTRAN program to compare correlation differences with confidence intervals, one on fibromyalgia and emotional awareness and another on gender differences in emotional awareness. | | |
| ***Master of Arts/Research Lab Manager***, UNLV, Las Vegas, NV | | **May 2010 to May 2015** |
| * Successfully managed multi-year projects with a 99% success rate, utilizing project management processes and signal detection theory, ensuring on-time and within-budget completion | | |
| * Conducted literature review on memory development, unveiling the influence of structural brain changes and neural mechanisms on memory retrieval in children, contributing to the field of Cognitive Science | | |
| * Led a comprehensive review of recognition memory theories, developing a novel perception model that emphasized the role of brain region representations and task materials, advancing Cognitive Neuroscience | | |
| |  |  |  |  | | --- | --- | --- | --- | | **Education**  University of Nevada, Las Vegas |  | | | | * *MA in Cognitive and Quantitative Psychology* | | | **Aug 2010 to May 2015** | | * *BA in Psychology* | | **Aug 2006 to May 2010** | | | | |
| **Skills & Certifications** | | |
| * **Programming:** R/Rstudio, Python, BigQuery. SQL, Tableau, Power BI, Excel, VBA, Excel Solver, SPSS, Mplus, C++, YAML, Quarto, Airflow, and Microsoft Office Suite | | |
| * **Certifications/Course Work:** T-SQL badge (LinkedIn), 1 R course and 3 SQL courses (Data Camp), Machine Learning (Coursera), and Mathematics for Machine Learning (Coursera) | | |
| * **APA Workshops:** Big Data: Exploratory Data Mining in Behavioral Research and Structural Equation Modeling in Longitudinal Research | | |