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| **Work Experience** | |  |
| ***Production Associate***, Tesla,Sparks, NV | | **Dec 2022 to Present** |
| * Executed data improvement projects, leveraging data engineering principles to track and visualize workstation versatility, providing monthly progress reports to supervisors | | |
| * 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 using SQL and Python, resulting in cost savings of $50k per year and enhanced data standards through operations collaboration | | |
| * Implemented statistical process control concepts such as confidence intervals and test/control strategies, leading to 3% higher profitability in 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 and achieving 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 | | |
| * Managed and executed data-driven pricing strategies for 22 rental markets, achieving above-market-average occupancy rates and supporting strategic decision-making with robust databases | | |
| * Analyzed price elasticity of demand metrics, driving a year-over-year revenue increase of 3% and improving profitability | | |
| ***Scientist/Statistical Consultant***, UNLV,Las Vegas, NV | | **May 2015 to May 2018** |
| * Conducted psychometric analysis of survey data from introductory students, revealing the link between skill development, grades, and GPA, establishing the reliability and 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), expanding the adoption of LEAS and advancing research on emotional awareness | | |
| * Introduced a FORTRAN programs to compare correlation differences with confidence intervals, contributing to studies on emotional awareness, fibromyalgia, and gender differences | | |
| ***Master of Arts/Research Lab Manager***, UNLV, Las Vegas, NV | | **May 2010 to May 2015** |
| * Managed multi-year projects with a 99% success rate by utilizing project management processes and signal detection theory, ensuring on-time and within-budget completion | | |
| * Conducted literature review on memory development, uncovering 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 emphasizing brain region representations and task materials, advancing the field of 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:** Python, R, SQL, Tableau, C++, Javascript | | |
| * **Data Analysis:** BigQuery, Excel, Power BI, SPSS, Mplus | | |
| * **Tools:** Excel Solver, VBA, Docker, Kubernetes, Kafka, Jenkins, Github | | |
| * **Statistical Methods:** Correlational Studies, Exploratory Analyses, Experimental Design, Statistical Process Control | | |
| * **Certifications/Course Work:** T-SQL badge (LinkedIn), R and SQL courses (Data Camp), Machine Learning (Coursera), and Mathematics for Machine Learning (Coursera) | | |