**CASSIDY HALPIN**

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**PROFESSIONAL SUMMARY**

Results-driven data analyst with a strong foundation in data analytics, statistical modeling, and

data-driven decision-making. Proficient in R, SQL, and SAS, with hands-on experience analyzing complex

datasets and delivering actionable insights. Passionate about leveraging analytical skills to solve business problems and drive strategic decisions.

**EDUCATION**

**MSc Data Analytics**, Colorado State University Global (2024-2026)

**PGDip FinTech Law**, University of East London (2022-2024)

**BSc Nutrition**, King's College London (2018-2021)

**TECHNICAL SKILLS**

* Programming Languages: R, SQL, SAS
* Data Analysis: Statistical analysis, data cleaning, data visualization (ggplot2, dplyr)
* Data Management: Large datasets, database querying
* Tools: Tableau, Microsoft Excel (Advanced), Python (Basic)

**WORK EXPERIENCE**

**TELUS INTERNATIONAL, London, UK** (Nov 2023 - Mar 2024)

A digital customer experience company providing AI-powered solutions and global support services

**Data Analyst**

* Analyzed and reported search data, identifying trends and actionable insights to improve processes
* Enhanced data reporting efficiency through innovative methods, reducing reporting time by 15%
* Developed a data pipeline to analyze search engine trends, improving accuracy by 10%

**ABBA WELLBEING, London, UK**  (Mar 2022 - Jan 2023)

A wellbeing supplement seller focused on improving customer energy, skin, and overall health

**Marketing Assistant**

* Created data-driven social media content, increasing audience engagement by 25%
* Designed dashboards to monitor campaign success
* Conducted in-depth market research to develop strategic marketing plans
* Optimized user experience for the website based on analytical insights

**CHEESY MONKEY STUDIO, Rockwall, TX** (Jan 2010 - Aug 2020)

Photography company specializing in portraits and small events

**Personal Assistant**

* Organized and maintained client management data systems for improved workflow
* Supported targeted marketing campaigns with data analysis
* Managed administrative operations, including scheduling and invoicing

**BLENDOS SMOOTHIES, Rockwall, TX** (Jul 2017 - Oct 2017)

Retail store selling protein-based smoothies and health foods

**Sales Representative**

* Exceeded sales targets by 20% through data-backed sales strategies
* Provided tailored recommendations based on customer data analysis