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Chrissy Hernandez

Data Analyst | Creative Thinker | Hospitality Expert

Clifton, NJ · christiiineh@gmail.com · 862-402-2867 · [LinkedIn](#)

Brand Statement

I'm a creatively driven and hospitality-rooted professional with over a decade of experience turning customer connections into meaningful, data-backed insights. My passion lies in blending analytical thinking with real-world problem-solving. I'm now channeling my love for strategy and people into a career where data meets decision-making.

Projects

- **Music Analytics Capstone** – Analyzed 5 years of Spotify, YouTube & Instagram data to inform artist marketing strategy. [GitHub →](#)
- **Restaurant Sales Insights** – Used SQL and Tableau to find revenue trends and optimize staff scheduling. [GitHub →](#)
- **Customer Segmentation Dashboard** – Created interactive Power BI report for a loyalty program expansion. [GitHub →](#)

Education & Certifications

General Assembly – Data Analytics Bootcamp

Certificate of Completion · Remote · Oct 2024 – Jun 2025

- 32-week immersive training: Python, SQL, Tableau, Power BI, APIs, regression/classification, and data storytelling
- Completed 5 real-world projects including a business case and capstone

Berkeley College

B.F.A. in Graphic Design · Woodland Park, NJ · Sept 2019 – Jul 2022

Technical Skills

- **Languages/Tools:** Python, SQL, Excel, Tableau, Power BI, Jupyter Notebooks
- **Creative & Media:** Canva, Adobe Suite
- **Other:** Microsoft Office, Social Media Analytics
- **Data Analysis:** Cleaning, Visualization, Trend Identification

Experience

Hospitality & Marketing Analyst

Freelance / Various Locations · 2015 – Present

- Analyzed sales trends, campaign data, and staffing patterns to improve operations
- Created insights reports and dashboards using Excel and Tableau
- Advised on customer retention and scheduling strategy based on data patterns

Strengths & Competencies

- Data-Driven Strategy
- Process & Service Optimization
- Data Storytelling & Visualization
- Customer Experience
- Bilingual: English & Spanish