

Chrissy Hernandez

Data Analyst | Creative Strategist

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Professional Summary

Creatively driven and hospitality-rooted professional with over a decade of experience transforming customer insights into data-backed strategies. Passionate about blending analytical thinking with real-world decision-making to deliver optimized business outcomes. Seeking a data analyst role where technical skills and business acumen meet.

Education & Certifications

General Assembly - Data Analytics Bootcamp

Remote · Oct 2024 - Jun 2025

- Immersive training in Python, SQL, Tableau, Power BI, APIs, regression/classification, and data storytelling
- Completed real-world client projects, including business case and capstone

Berkeley College

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

Technical Skills

- Python, SQL, Excel, Tableau, Power BI, Jupyter Notebooks
- Adobe Suite, Canva, Microsoft Office
- Data cleaning, visualization, trend analysis, regression, reporting

Professional Experience

Hospitality & Marketing Analyst

Freelance / Various Locations · 2015 - Present

- Analyzed sales trends, campaign data, and scheduling patterns to boost performance
- Produced actionable insights through Excel and Tableau reporting
- Supported customer engagement strategies with data-driven recommendations

Projects

Music Analytics Capstone

Analyzed Spotify, YouTube & Instagram data from 2020-2025 to develop artist marketing strategies.

Food Distribution Analysis (Power BI)

Explored food insecurity and distribution patterns using interactive Power BI dashboards.

COVID Storytelling (Tableau)

Created a visual narrative of COVID-19 impact using Tableau's story dashboards.

SQL Function Series

A 4-part series using SQL to explore window functions, rankings, aggregations, and financial metrics.