Chrissy Hernandez

CHRISSY HERNANDEZ

Data Analyst | Creative Thinker | Hospitality Expert

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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 artistic vision with analytical thinking to craft experiences that resonate. I'm now channeling my love for problem-solving and people into a career where data meets creativity.

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: Logic Pro, FL Studio, Pro Tools, Canva, Adobe Suite

Other: Microsoft Office, Social Media Analytics

Data Analysis: Cleaning, Visualization, Trend Identification

PROJECT EXPERIENCE

Music Analytics Capstone (2025)

Analyzed Spotify, YouTube & Instagram data (2020-2025).

Cleaned and visualized data using Python and Tableau; presented marketing strategy.

Creative & Audio Production Projects (Ongoing)

Engineered, mixed, and mastered music using Logic Pro, Pro Tools, and FL Studio.

Supported local artists with sound editing, session recording, and mastering.

Created logos, branding materials, and social media assets to promote releases.

Provided photography and creative direction for artist visuals and marketing campaigns.

EXPERIENCE

Chrissy Hernandez

Hospitality & Marketing Analyst

Freelance / Various Locations | 2015 - Present

Analyzed sales trends, campaign data, and staffing patterns to improve operations.

Designed social content informed by audience behavior and market trends.

Used inventory and feedback data to enhance service and revenue.

Collaborated with creatives to align branding strategies and event promotions.

STRENGTHS & COMPETENCIES

Data-Driven Strategy

Audio Engineering & Music Production

Process & Service Optimization

Visual Storytelling & Branding

Customer Experience

Bilingual: English & Spanish