

Chrissy Hernandez

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PROFESSIONAL SUMMARY:

Multidisciplinary professional with over 10 years of experience in hospitality, team leadership, and multimedia content creation. Recently completed an immersive Data Analytics Bootcamp with hands-on training in data wrangling, visualization, forecasting, and predictive modeling using Excel, SQL, Python, Tableau, and Power BI. Skilled in developing dashboards, analyzing KPIs, identifying customer behavior trends, and translating business challenges into data-driven insights. Experienced in creative content production and social media analytics, combining technical fluency and design thinking to support strategic decision-making. Seeking to contribute analytical and storytelling capabilities to a collaborative analytics team.

TECHNICAL SKILLS:

- **Data Analysis and Programming:**
Excel (PivotTables, VLOOKUP, conditional formatting, charts, dashboards, data cleaning),
SQL (joins, subqueries, window functions, aggregations, CTEs, data extraction),
Python (pandas, NumPy, matplotlib, seaborn, data preprocessing, exploratory data analysis)
- **Data Visualization and Business Intelligence:**
Tableau, Power BI (interactive dashboards, KPIs, storytelling, business intelligence reporting)
- **Analytical Techniques:**
Data modeling, data wrangling, statistical analysis, trend analysis, forecasting, A/B testing,
regression models, customer segmentation, data-driven decision making
- **Business and Marketing Analytics:**
CRM data analysis, social media analytics, customer behavior insights, upselling strategy,
revenue growth tracking, operational efficiency, team coordination
- **Creative and Multimedia Tools:**
Adobe Creative Suite (Premiere, Photoshop, Illustrator, After Effects, Lightroom),
FL Studio, photography, social media content creation, engagement tracking

WORK EXPERIENCE:

Crew Leader/Shift Supervisor

Various Establishments – NJ, CA, TX, VA & PA

June 2018 - July 2024

- Used Excel to manage and analyze inventory data, reducing waste by 15% and optimizing stock levels, resulting in a 10% decrease in weekly ordering costs.
- Conducted trend analysis to design seasonal cocktail menus, leading to a 25% increase in featured drink **sales** during peak months.
- Created and tracked social media content performance, applying basic marketing analytics to boost engagement by 40% and increase foot traffic by 15%.
- Applied customer behavior insights and upselling strategies, increasing average sales per guest by 18%.
- Led shifts and coordinated a team of 6–10 staff, improving operational efficiency and reducing shift turnover time by 20%.
- Reconciled daily financials with 99.9% accuracy, maintaining strict accountability and reducing end-of-day discrepancies by 85%.

Independent Multimedia Creator

2019–Present

- Tracked and analyzed performance metrics across platforms including Spotify, YouTube, and Instagram, leading to a 35% increase in audience engagement and a 50% growth in content reach over 6 months.
- Captured, edited, and curated over **500 original photos** for visual branding, social media campaigns, and digital marketing materials using Adobe Lightroom and Photoshop.
- Produced and edited 40+ video projects using Adobe Premiere; enhanced viewer retention by 25% through motion graphics and animation via After Effects.
- Designed branded digital assets in Illustrator for use across websites, email campaigns, and social media, helping maintain brand consistency across 6+ platforms.

- Executed 30+ multimedia projects independently using Adobe Creative Suite and DAWs (FL Studio, Pro Tools, Logic Pro), meeting all project deadlines with zero revisions requested on final deliverables.
- Managed complete production workflows, improving creative turnaround time by 40% and ensuring on-time delivery for all assets.
- Interpreted and applied engagement data to refine content strategy, resulting in a 20% boost in click-through rates (CTR) and improved post scheduling efficiency.

EDUCATION:

Berkeley College

September 2019 - June 2022

B.F.A. in Graphic Design

- Typography, Photography & Editing, Branding, Digital Illustration, Motion Graphics, Adobe Creative Suite

General Assembly

October 2024 - June 2025

Data Analytics Certification

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

ACADEMIC 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.