Chrissy Hernandez

christiiineh@gmail.com | +1 862-402-2867 Clifton, NJ

[www.linkedin.com/in/chrissyh1](http://www.linkedin.com/in/chrissyh1) | <https://chrissyh1.github.io/>

PROFESSIONAL SUMMARY:

Creatively driven and hospitality-rooted professional with 10+ years of experience turning customer interactions into actionable insights. Recently completed a data analytics bootcamp, gaining hands-on skills in Excel, SQL, Python, Tableau, and Power BI. Known for strong problem-solving, attention to detail, and clear communication honed through team leadership and guest service. Eager to bring a unique blend of creativity, analytical thinking, and real-world business experience to a dynamic data team.

TECHNICAL SKILLS:

* Excel (data cleaning, pivot tables, VLOOKUP, inventory tracking), SQL (queries, filtering, joins), Python (pandas, NumPy, basic data analysis), Tableau & Power BI (data visualization, dashboards)
* Trend analysis & forecasting, Customer behavior insights, Upselling strategy & revenue growth, Operational efficiency & team coordination, Social media content creation & engagement tracking

WORK EXPERIENCE:

**Various Establishments – NJ & PA June 2018 - July 2024**

Head Bartender/Shift Lead

* Used Excel to manage and analyze inventory data, reduce waste, and optimize stock levels.
* Conducted trend analysis to design seasonal cocktail menus aligned with customer demand.
* Created and tracked social media content performance, applying basic marketing analytics to boost engagement.
* Applied customer behavior insights and upselling strategies to increase average sales per guest.
* Led shifts and team coordination, ensuring operational efficiency and strong communication.
* Reconciled financials daily with a focus on numerical accuracy and accountability.

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.