Chrissy Hernandez

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PROFESSIONAL SUMMARY:

Creatively driven and hospitality-rooted professional with 10+ years of experience turning customer interactions into data-driven insights. Recently completed an immersive Data Analytics Bootcamp, gaining hands-on experience in data wrangling, data visualization, statistical analysis, and predictive modeling using Excel, SQL, Python, Tableau, and Power BI. Adept at transforming business problems into actionable dashboards, conducting trend forecasting, and extracting customer behavior analytics to drive decision-making. Seeking to contribute analytical skills, business acumen, and data storytelling to a collaborative analytics team.

TECHNICAL SKILLS:

* 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), Tableau & Power BI (data dashboards, KPIs, interactive storytelling, business intelligence), Data Modeling | Data Wrangling | Statistical Analysis | Forecasting | A/B Testing | Regression Models, CRM Data | Social Media Analytics | Customer Segmentation | Data-Driven Decision Making
* 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**

Shift Lead

• 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%.**

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.