

# CYNTHIA CLIFFORD

## DATA ANALYST

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### PROFESSIONAL SUMMARY

Experienced Data Analyst specializing in data mining, and communicating insights clearly and simply. Analytical, and a creative problem-solver. Able to convey complex ideas in understandable ways. Previously taught mathematics and statistics in international schools. A highly motivated and adaptable life-long learner, skilled in working cross-functionally.

### CORE COMPETENCIES

- |                               |                         |                               |                              |
|-------------------------------|-------------------------|-------------------------------|------------------------------|
| • Spreadsheets (Excel Sheets) | • SQL (Big Query MySQL) | • Tableau   Power BI          | • Statistics                 |
| • Data Storytelling           | • R Python              | • Office Suite   Google Suite | • Panel and POS Data Systems |
| • Presentation & Training     | • Modeling              | • Project Management          | • Analysis & Visualization   |

### PROFESSIONAL EXPERIENCE

#### *Sales Analyst (Demand Team)*

**Impossible Foods, Redwood City, CA (remote) | Nov 2023 — PRESENT**

- Provide weekly reporting for Sales and Leadership teams to track company actuals and compare to forecasts and budgets. Expediting reporting by 3 days.
- Manage data pipelines; Gather requirements and collaborate and communicate between IT, Demand, and Sales.
- Create POS reports to populate Tableau and Google dashboards. Improved process through automation.
- Write ad-hoc queries and pull data from Circana, Numerator, and 84.51 to answer questions and provide insights for Sales team.

#### *Data Analyst*

**Snow Data Science, Lindon, Utah (remote) | 2023 -Nov 2023**

- Created tool tips and lessons for online course modules.
- Created demographic visualizations for the website.

#### *Data Analyst and STEM Coordinator*

**Concordia International School Hanoi, Hanoi, Vietnam | 2021 — 2023**

- Analyzed and interpreted data and LMS analytics to adjust educational strategies for 85+ individuals yearly using Excel and Sheets.
- Taught AP Statistics (and 4 other courses) synchronously remote, hybrid, and in person; developed resources and presentations.
- Used project management skills; led cross-functional team of 9 STEM Educators through curriculum review resulting in better course alignment and placement processes and decrease of 20% in course and level switches by students.

#### *Team Lead Mathematics Educator*

**International School Yangon, Yangon, Myanmar | 2020 — 2021**

- Utilized technology skills to analyze diagnostic results, track performance metrics and create learning activities for 85+ learners.
- Attended to the social and emotional needs of students during military coup.

#### *Team Lead & IB Mathematics Educator*

**American International School of Lagos, Lagos, Nigeria | 2018 — 2020**

- Triangulated complex data sets and used data analysis and statistical analysis to improve course selection process; translated insights and presented process to stakeholders (parents and administrators); led to a 400% decrease in meetings with parents.
- Monitored and analyzed KPIs to revise course curricula. Increased participation in calculus-based courses by 500%.

### OTHER LEADERSHIP AND TRAINING EXPERIENCE

- Created and led 25+ multi-day workshops for 400+ global educators on DEI and best practices in math instruction as IB Workshop Leader
- Developed program for 180+ participants and trained 40+ instructors as Gifted and Talented Coordinator. Managed budget.
- Selected by AERO (American Education Reaches Out) to develop curricula that were disseminated to over 180 schools worldwide.
- Implemented International Baccalaureate Program and trained 35 instructors. Tracked data, used data analysis to interpret test results, and created a data reporting system to translate results to stakeholders and to drive strategic initiatives.
- Effectively listened, communicated, and collaborated with diverse populations; worked in 12 countries with students, parents, and colleagues from 70+ countries. Led multiple cross-functional teams as head of department.
- Organized multiple trips for groups of 40+ to volunteer for Habitat for Humanity requiring skills in problem-solving and decision-making.

### DATA ANALYSIS AND DATA VISUALIZATION WORK SAMPLES

- [Food Delivery Marketing Analysis](#) (Excel) – Analyzed demographic and sales data and suggested data-driven insights to improve sales and marketing strategies in a b2c retail company. Skills: Data Cleaning|Functions|Formulas|Pivot Tables|VLOOKUP|Filters|Analysis and Visualization|Aggregate and IF Functions|Data Storytelling
- [What's Up With Schools?](#) (Tableau) – Created a [dashboard](#) communicating data-driven insights about DEI impacts on educational results and trends and offered solutions. Skills: KPIs|Data Visualization|Dashboards|Charts|Parameters
- [Who Gets the Money?](#) (SQL) – Compared lending situations of Nigeria and Ghana, monitored key financial metrics, and offered suggestions for the Nigerian finance ministry. Skills: Built Queries|Order by|Group By Aggregates|Where
- [Patient Profiles Healthcare Analysis](#) (MySQL) – Mined data and analyzed patient hospitalization datasets and suggested areas for further investigation. Skills: JOINS|UNION|CASE|CONCAT|WITH|HAVING|Data Storytelling

### EDUCATION AND CERTIFICATIONS

MS, Education (3.9 GPA)

BS, Mechanical Engineering (3.4 GPA)

Google Data Analytics Career Certificate

Data Analytics Accelerator Program

Project Management Certificate

Bank Street College of Education, New York, NY

Columbia University School of Engineering and Applied Sciences, New York, NY

Coursera - Expected completion-May 2024

Data Career Jumpstart-completed June 2023

IJH Learning-completed February 2023