

Elizabeth Ortega

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SUMMARY

Director of Strategic Data Analysis with 11 years of experience in enhancing decision-making processes through sophisticated data solutions. Developed and implemented data models and dashboards that saved 8+ hours in data processing while increasing access to financial analysis.

EXPERIENCE

Director of Strategic Data Analysis

UC Davis

February 2025 - Present, Davis, CA

- Created and analyzed multidimensional data sets encompassing student, financial/accounting, and HR/payroll data from Oracle ERP systems using SQL, Python, Tableau and Power BI, structuring findings to enable informed decisions by College of Engineering leadership.
- Developed data models and interactive dashboards utilizing Power BI and Tableau to enable efficient interpretation of financial data and financial analysis, planning and reporting (budgeting, calculating overdrafts/carry forward) and research grant & contracts data (proposals and expenditures) for university leadership saving 8+ hours of time over previous methods creating Excel reports and manually analyzing data.
- Translating leadership needs across the college into automated tools and systems for accessing and sharing data across the college.
- Collaborated with units across campus including central data teams to increase data standardization with analysts on campus.
- Compiled and analyzed institutional data in alignment with reporting standards for the U.S. News & World Report Best Engineering Schools.
- Increasing data security controls in the college when sharing and storing data across units and departments.

Data Scientist

UC Irvine

June 2020 - January 2025, Remote

- Analyzing & forecasting using over a million records of student, financial, employee data using SQL querying, R, Python & Power BI to support decision making by campus leadership ranging from deans to department managers and streamline processes such as Academic Recovery for advising - saving 10+ hours of time per advisor at quarter end.
- Designing, developing & testing data visualizations, dashboards, statistical reports, tools and analysis for all academic units on campus and establishing & deploying a BI system for the campus used by over 500 users across UCI.
- Developed machine learning models and dashboards for undergraduate admissions for over 100,000 applicants to the university with high accuracy - replacing a vendor model saving the university over \$150,000 yearly.
- Consulting with users daily to assist in using tools and dashboards accurately and requirement gathering to independently develop and implement custom technical solutions collaboratively for users in Power BI focusing on creating a quality user experience.
- Cleaning and manipulating source data, troubleshooting data integrity & quality issues, and writing and debugging SQL queries and Python code from 20+ sources on campus and externally including Slate admissions data, DegreeWorks, student data warehouse data, CampusGroups, UCPATH personnel data, Financial Services data, College Board data, and National Student Clearinghouse data.
- Maintaining, monitoring and assisting ETL pipelines using Python scripts for data sources across campus.

Senior Statistical Data Analyst (also Data Analyst)

Schoolsfirst Federal Credit Union

October 2016 - June 2020, Tustin, CA

- Developing, testing and benchmarking statistical predictive models using SQL, R and SAS to model loan originations, credit losses and financial statements for financial portfolios across the credit union totaling over \$15 billion.
- Creating engaging, informative and understandable presentation materials using Excel, PowerPoint and SAS to aid senior management in making decisions in yearly planning committees and meetings assessing financial risk across different potential economic scenarios.
- Mentoring and training a team of 5+ analysts in statistical modeling and coding best practices.
- Creating quality control processes for the team of analysts preventing errors and inaccurate reporting.
- Creating documentation process for all statistical models and validated models through external statistical audits yearly.

Data Scientist

Q-Aces LLC

June 2013 - July 2014, San Luis Obispo, CA

- Statistical analysis of keywords and online marketing data results to drive search engine traffic for clients, including A/B testing ads, content and customer acquisition strategies.
- Using Tableau, Excel, R, Python to create materials detailing marketing efforts to clients using text, graphics and dashboards.
- Creating and communicating marketing strategies to clients through clear and effective presentations for over 10 clients.

EDUCATION

Master's Degree in Statistics

CSU Long Beach • Long Beach, CA • 2017 • 4.0

Bachelor's Degree in Economics

Minor in Statistics • Cal Poly San Luis Obispo • San Luis Obispo, CA • 2013

SKILLS

SAS Certified Base Programmer, MS Excel, MS PowerPoint, MS Word, Advanced SQL queries, R, Python, Tableau, SPSS, STATA, Matlab, Google Analytics, Cognos, AWS Sagemaker & Redshift, Power Apps including Power Automate, Sharepoint, Smartsheet, LLM/AI/Agent use and training including ClaudeCode