

Emily Nassi

Detail-oriented data and marketing analyst focused on increasing ROI and streamlining processes through programming. Strengths in building robust visualizations using the latest technologies, while applying data science principles and the power of design.

PROJECTS

Jamalyze!

<https://jamalyze.herokuapp.com>

Analyzing concert data from the Ticketmaster API. Built on Flask, SQL, JavaScript, HTML & CSS.

Surf's Up!

<https://github.com/emilynassi/surfs-up>

Hawaii climate analysis API run through Flask, with database engineered through SQLite. Also includes data visualizations created through SQL querying.

Earthquake Mapping

<https://emilynassi.github.io/earthquake-mapping/>

Front-end application using JavaScript and the Leaflet library to show trends in earthquake data across the globe.

EXPERIENCE

Coldwell Banker, Rumson, NJ— *Marketing Administrator*

March 2017 - PRESENT

Analyzed data, identified trends, and implemented strategies for paid social and mobile channels. Accumulated an average of 75 leads per month at cost of under \$3 per lead. Developed recommendations for changes to investment and marketing strategy and optimize overall marketing spend through custom creation of reports with Python and MySQL. Streamlined administrative and data entry tasks for real estate agents through use of MySQL, Python and VBA.

KOLComm, East Brunswick, NJ— *Associate Manager of Professional Communications*

AUGUST 2015 - MARCH 2017

Led company through successful rebrand including new corporate visual identity, website, social media and marketing materials. Increased overall company web presence by 100 percent and added 4x lead generation. Introduced new advertising campaigns using Google AdWords and Constant Contact, directly leading to \$45K of new business. Created multi-dimensional marketing campaigns for PIONEER® software application, gaining exposure in nationwide media outlets and new leads.

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TOOLS & METHODS

Python
VBA
SQL/MySQL
MongoDB
HTML/CSS/Bootstrap
Javascript
Tableau
Google Analytics
Data Visualization
Data Analysis
Web Scraping
Adobe Creative Suite
Sketch
Invision
Wordpress
Facebook Ads/Google Adwords

AWARDS

LIU Brooklyn Human Resources Management Faculty Award

LIU Brooklyn Award for Excellence in Human Resource Management

ACTIVITIES

Sigma Beta Delta International Honor Society for Business, Management and Administration

LIU Brooklyn, Brooklyn, NY— *Media Relations Graduate Assistant*

AUGUST 2013 - MAY 2015

Primary media contact for 10 of 18 Division I sports at LIU Brooklyn. Wrote an average of six press releases a week while also compiling statistics, managing social media and handling media requests for regional and national outlets, including the New York Times. Created scoreboard graphic posters, infographics, record books, media guides and game-day programs using Adobe InDesign and Photoshop.

EDUCATION

Rutgers University, Somerset, NJ

OCTOBER 2017 - APRIL 2018

Data Analytics and Visualization Program

LIU Brooklyn, Brooklyn, NY— *Master of Science with Distinction*

AUGUST 2013 - MAY 2015

Master of Science in Human Resources.

University of Delaware, Newark, DE— *Bachelor of Arts*

AUGUST 2008 - MAY 2012

Bachelor of Arts in English with a minor in Journalism.