

Holly Heath

Data Leader

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Data Analyst and Project Manager with 15+ years of experience in data-driven brand building and operational excellence. I optimize processes to meet user needs, drive revenue, and reduce costs. My strategic approach has led to successful collaborations with high-profile clients like Coca-Cola and Charles Barkley on Shark Tank. I also hold a Data Science Certificate, enhancing my ability to analyze complex data, uncover consumer trends, and provide actionable insights.

Skills

Technical: Pandas, Python, SQL, Matplotlib, Seaborn, Sklearn, Jupyter, Adobe Creative Cloud, Google Analytics, Google Workspace, Asana, Smartsheets, Microsoft Projects, Tableau, Looker, HTML

Data Driven Creatives: Data visualization, storytelling, originality, innovation, graphic design, typography

Business Acumen: Visionary thinking, thoughtful leadership & communication, user research, problem-solving, data-informed decision-making, competitive analysis

Data Projects

[Budget Travel Recommender System](#) - Developed a tool to help users find travel destinations within budget using Python, Pandas, Matplotlib, Seaborn, CountVectorizer, and Cosine Similarity. Created an interactive Streamlit app for personalized recommendations.

[Airline Safety](#) - Analyzed airline safety data to identify trends using Python libraries (Pandas, Matplotlib, Seaborn) for data cleaning, analysis, and visualization. Focused on safety metrics to provide insights into airline safety performance.

Professional Experience

Chief Strategy & BI Officer Space Shake LLC

04/2018 – Present

- Analyzed social media and online performance data to secure the #1 spot in branded keto space.
- Identified and resolved critical issues by delivering data-driven solutions using Business Intelligence tools, ensuring the company's continued success and expansion.
- Conducted competitive analysis to understand market dynamics and inform strategic decision-making.
- Leveraged data analytics tools to build and optimize the brand's website, achieving a 57% increase in retention rate.
- Developed a comprehensive BI strategy to integrate Shopify analytics, QuickBooks data, and Excel for producing investor reports, facilitating business growth.
- Created and delivered slide deck presentations for potential investors, showcasing data-driven insights and growth projections.

Lead Operations & Data Manager CAVE SHAKE LLC

03/2017 – 10/2018

- Pioneered the design and launch of Space Shake's products using data-driven insights.
- Developed the company's culture and overall company vision generating over \$2.2M in revenue.

Continued: Lead Operations & Data Manager CAVE SHAKE LLC

- Set up systems and protocols within the organization, incorporating data analytics to improve efficiency.
- Cross-functional collaboration with suppliers, leveraging data to optimize supply chain operations.
- Leveraged data to forecast weekly production needs, optimize Cost of Goods (COG) and ensure efficient supply chain management.

Senior Data Analyst & Project Manager South Water Signs **08/2006 – 03/2017**

- Directed internal delivery excellence program to ensure completion of projects within established budgets and timelines for accounts totalling \$20M for approx 5 projects in 500 to 3000 locations simultaneously.
- Produced dashboards, aggregating data from proprietary ERC system and Quickbooks into Smartsheets, to track and report on key performance indicators (KPIs) and project success metrics.
- Interfaced with internal leadership and engineering teams as well as clients to assess project status, analyze production data and timelines to develop strategy ensuring on time and on budget completion.

Education

General Assembly **2024**

- Data Science Certificate (Data Science Fundamentals & Advanced Techniques)

DePaul University **2011**

- Project Management Certificate

Western Michigan University **2003**

- Bachelor of Arts