

Holly Heath

Data Leader

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Data Analyst and Project Manager with 15+ years of experience in data-driven brand building. 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 and provide actionable insights.

Skills

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

Data Driven Creatives: Visual graphics ie: histograms, scatter plots, storytelling, originality, innovation, graphic design, typography

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

Professional Experience

Chief Strategy Officer Space Shake LLC

4/2018 – 10/2023

- 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, ensuring the company's continued success and expansion.
- Managed investor relations and fundraising with a focus on financial data analysis.
- Leveraged data analytics tools to build and optimize the brand's website, achieving a 57% increase in retention rate.

Operations Manager CAVE SHAKE LLC

10/2016 – 4/2018

- 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.
- Set up systems and protocols within the organization, incorporating data analytics to improve efficiency.
- Acted as the point of contact for suppliers, leveraging data to optimize supply chain operations.

Senior Project Manager South Water Signs

8/2006 – 3/2017

- Directed internal delivery excellence program to ensure completion of projects within established budgets and timelines for accounts totalling \$20M.
- Managed multiple clients and projects simultaneously, monitoring project risks and scope creep, identifying potential problems and proactively identifying solutions.

Education

General Assembly - 420 hrs Data Science Certificate

DePaul University - Project Management Certificate

Western Michigan University - BA (emphasis on Photography/Painting)