Esther Howard

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San Francisco Bay, CA (Open to Relocation)

Dedicated Data Analyst with a solid foundation in Software Engineering, blending analytical skills with technical expertise. Demonstrates proficiency in identifying patterns and solving problems, showcasing refined critical thinking and adaptability. Possesses a versatile skillset to excel in navigating complex data landscapes and delivering valuable insights to drive organizational success.

Technical Skills

Machine Learning: Python, Pandas, NumPy, Skicit-learn, MatPlotLib, Seaborn, Folium
Data Visualization: Tableau, Power BI, QuickSight, Excel, PowerPoint
Programming Languages: Java, C#, JavaScript, TypeScript, React, HTML, CSS
Databases: SQL, PostgreSQL
Other Tools: AWS, Azure, Jenkins, Git, Github, Bitbucket, Jira, TFS

Data Analytics Immersion Projects

04/23 – 06/24   **CAREER FOUNDRY** ([Portfolio](#))

- **ClimateWins**: Utilized Machine Learning algorithms to predict weather patterns, enhancing decision-making capabilities in Python and Skicit-learn.
- **Gun Violence**: Conducted a comprehensive time series analysis using machine learning techniques in Python and Skicit-learn.
- **Influenza Season**: Answered key questions on flu season for a medical staffing agency using EDA, linear regression, temporal, and spatial analysis using Tableau, Word and PowerPoint.
- **Instacart**: Designed Instacart's targeted marketing strategy by analyzing data using Python, Pandas, NumPy, and Matplotlib.
- **Rockbuster**: Deciphered a movie sales database for a company looking to start a streaming service using SQL and Power BI.
- **Pig E. Bank**: Developed a predictive model for a bank, to forecast customer churn rates and identify factors contributing to attrition using Excel.
- **GameCo**: Guided a video game company's advertising strategy by conducting exploratory data analysis and creating a presentation with visualizations using Excel, Word and PowerPoint.

Experience

04/23 – present **TELETRAC NAVMAN**   Remote, CA
BI Senior Software Engineer

- Lead development and implementation of business intelligence solutions using AWS, Java, React, PostgreSQL, Git and Bitbucket among others.
- Reduced dashboard-related customer escalation by 12% through proactive bug fixing enhancements.
- Increased data processing efficiency by 20% through optimization of ETL pipelines, resulting in faster insights delivery to stakeholders.
- Mentored junior engineers, leading to a 30% improvement in their project completion rates and enhancing team productivity.

07/22 – 04/23   **JUPITER SYSTEMS**   Remote, CA
Senior Software Engineer

- Designed and developed robust backend systems using C#, SQL and JavaScript among others.
- Implemented performance optimizations that decreased average response time by 15% enhancing user experience and satisfaction.

- Introduced agile methodologies leading to a 40% increase in project delivery speed and improved adaptability to changing requirements.

06/14 – 07/22   **NAVMAN WIRELESS**   Pleasanton, CA
Software Engineer
- Developed and maintained software applications for fleet management solutions using .NET, HTML, CSS, React, Kendo UI, TypeScript, C#, SQL and TFS among others.
- Implemented new features based on customer feedback resulting in a 12% increase in user engagement and customer satisfaction ratings, and a reduction in churn of 8%.
- Collaborated with UI/UX designers to redesign the user interface, leading to a 250% reduction in user errors and improved usability.
- Streamlined development processes, reducing time-to-market by 30% and enabling faster adaptation to market demands.

01/14 – 06/14   **GLASSDOR**   Mill Valley, CA
Web Analyst
- Analyzed website traffic and user behavior to provide insights for optimization.
- Increased website conversion rate by 10% through data-driven optimization strategies, resulting in improved ROI.
- Implement SEO updates and keyword research, leading to a 20% increase in organic search traffic within 6 months.
- Generate reports from qualitative and quantitative data sources, facilitating data-driven decision-making and improving overall website performance.

Education

2023-2024	CAREER FOUNDRY Data Analytics Immersion Certificate Machine Learning Certificate	Remote, CA
2015	MOUNTAIN GOAT SOFTWARE Certified Scrum Master	San Jose, CA
2005-2010	UNIVERSITY OF GIRONA Bachelor of Science in Computer Science	Barcelona, Spain