

EDUCATION

- Google | Professional certificate, Google Data Analytics Program via Coursera2024
- HarvardX | CS50 certificate, Computer Science via EdX2024
- Udemy | Completion certificate, The Complete SQL Bootcamp2024
- Alteryx | Alteryx Designer Core Certification2024
- University of Arkansas, J. William Fulbright College of Arts, Fayetteville, AR | Bachelor of Arts | Geography2006

HIGHLIGHTS

- [Data analyst](#) with 10+ years of experience transforming complex datasets into actionable business insights.
- Proven track record of building automated solutions that reduced analysis time by 50% and supported data-driven decisions for Fortune 500 clients including Office Depot, Aldi, and Sears.
- Collaborated with small and large teams of analysts, managers, data engineers, and data scientists.

RELEVANT EXPERIENCE

[NSA Media](#), part of [IPG Media](#): A global media agency that helps brands optimize advertising strategies

Data Analyst | Downers Grove, IL **Nov 2008 – Feb 2018**

- Provided market reports and insights to help clients like Office Depot, Aldi, Safeway, and Sears execute ad campaigns.
- Analyzed demographic, sales, and third-party data to find high-value customer segments to target in ad campaigns.
- Built over 20+ automated workflows in the analytics platform [Alteryx](#) to automate processes and speed up data analysis.
- Developed custom Excel macros to automate and reduce data prep time by 50% across the analysis team.
- Produced Excel-based reports on demand, enabling rapid analysis and strategic insights for clients.
- Designed and delivered maps in [ArcGIS](#) highlighting valuable white spaces and ad coverage opportunities for clients.

OTHER PROFESSIONAL EXPERIENCE

D. Carroll Joynes & Abby McCormick O'Neil: Arts philanthropists and founders / board members of various organizations such as The University of Chicago's Cultural Policy Center and The Harris Theater for Music and Dance

Technical Assistant | Chicago, IL **Dec 2024 – Present**

- Troubleshoot IT issues, manage user accounts, data, security, and offer timely solutions to maintain productivity.
- Maintained data systems, checking for accuracy, security, and accessibility for organizational operations and reporting.
- Work with a global team to coordinate a variety of projects, and support Abby and Carroll's nonprofit organizations.

SK Entertainment, Inc.: A global technology company with a renowned film review website

Content Technician | Chicago, IL **Mar 2022 – Nov 2024**

- Curated, categorized, and edited content to support a growing online database of 200K+ media files.
- Optimized tagging structures to improve search experiences for content teams and site visitors.
- Developed SQL queries to analyze data and aid content teams in curating trend-based playlists, boosting user engagement, and converting visitors into subscribers.

[RaterLabs Inc.](#), now [Appen](#): A data partner that trains AI for search, social media, and other applications

Search Engine Data Analyst | Chicago, IL **Feb 2016 – Apr 2022**

- Improved data quality for SEO by evaluating and rating search results.
- Analyzed, measured, and reported on the accuracy and usefulness of search results.

TECHNOLOGY

- SQL, Tableau, Python, Pandas, Alteryx, MS Excel, Github, JavaScript, CSS, HTML, ESRI ArcGIS, Amplitude