JASMINE K. HILL

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EDUCATION

University of Maryland at College Park   December 2023
Robert H. Smith School of Business
Master of Science, Business Analytics

University of Maryland at College Park   May 2022
Robert H. Smith School of Business
Bachelor of Science, Marketing

CERTIFICATIONS

Data Visualization: Microstrategy Departmental Analyst (Sept 2024)

SKILLS

Proficiency in: Microstrategy BI, R, SQL (Microsoft SQL Server Management Studio), Python (Pandas), Tableau, SPSS, Adobe Analytics

WORK EXPERIENCE

Warner Bros. Discovery   Silver Spring, MD
Affiliate Support Specialist   June 2024 – Present
- Developed Python scripts using Pandas to enhance reporting accuracy and efficiency for a special project, streamlining data analysis and reducing reporting time to enable a daily cadence
- Explored and implemented Power Automate to streamline work processes, automating reporting tasks and improving overall workflow efficiency
- Designed and developed a Microstrategy BI dashboard to analyze linear cable launches, providing actionable insights and enhancing decision-making processes

Weber Shandwick   Washington, DC
Business Analytics Intern   September 2023 – December 2023
- Utilized social listening platforms and advanced analytics to track and analyze media coverage, providing valuable insights and data-driven recommendations to clients
- Identified emerging trends and opportunities in social media strategy through in-depth data analysis
- Generated custom reports and dashboards to visualize media performance metrics, including reach, sentiment, and share of voice, enhancing client understanding of their brand's media presence

Boeing   Remote
Program Management Intern   May 2023 – August 2023
- Performed and organized risk/opportunity analysis for projects in a digestible format
- Examined project scope and assist in the writing of contract actions to address out-of-scope requests
- Investigated and explained data discrepancies in recurrent compliance metrics report

Amtrak   Washington, DC
Loyalty Marketing Intern   May 2022 – December 2022
- Presented analysis of Customer Satisfaction Index scores identify potential variables affecting customer experience
- Analyzed data in excel to determine impact of new digital lounge pass
- Lead the creation of Amtrak Gift Card banner for usage in customer communication emails

Ornsby Dozier LLP   Washington, DC
Legal Assistant/Marketing Associate   September 2020 – October 2021
- Collected and analyzed data, using web traffic metrics such as page visits, link popularity, and click-through rates
- Optimized website exposure by analyzing search engine patterns to direct online placement of keywords or other content