

# KAYLA BELL

KBELL28K@GMAIL.COM | 248.396.1600 | DENVER, CO

---

## OBJECTIVE

To strategically guide informed business decisions through data insights and contribute to the integrity of a ground-up data infrastructure that works for all areas of a business.

## EDUCATION

**Certificate Full Stack Development**, June 2020

Denver University | Denver, Colorado

**M.S. Biostatistics**, December 2018

The University of Colorado | Denver, Colorado

**B.S. Applied Mathematics**, May 2015

Saginaw Valley State University | University Center, MI

## PROFESSIONAL AND RESEARCH EXPERIENCE

**Sr. Strategic Analyst, Data Scientist** July 2019 – Present

Xactly | Denver, CO

- Built and implemented a predictive scoring algorithm for the customer and prospect database (CaPDb)
- Data lead for the complete removal, migration, and clean-up of systems data on project BOSS, a company wide initiative to get all data into one system with cross-system functionality
- Built predictive models and analytical reporting around market white space and TAM
- Built dashboards and reporting for cross-functional business communication around sales and marketing

**Data Analyst** April 2018 – July 2019

Xactly | Denver, CO

- Key driver in sales territory planning optimization developing account scoring and account lines for equitable and profitable sales territories
- Built reporting and dashboards within Salesforce and led data integrity efforts for cleaner reporting
- Fortified relationships with product, marketing and sales to review data insights and suggest areas of improvement

**Research Analyst** January 2016 – April 2018

Children's Hospital Colorado | Aurora, CO

- Statistical analysis guide on medical fellow research papers
- Was in charge of recruiting, data collection, sample processing, and follow-up for over ten emergency room studies
- Maintained IRB standard reporting and data collection through data warehouses and internal trackers

## COMPUTER AND PROFESSIONAL SKILLS

**PROFESSIONAL:** Cross-functional business development, strategic planning, data science and analytics

**COMPUTER:** R, SQL, HTML, CSS, Javascript, Node.js, React, Domo, Tableau

## VOLUNTEER WORK

**Back On My Feet** May 2019 – Present | Weekly runner

**Urban Peak** August 2017 – Present | Monthly volunteer and group recruiter

\*References provided upon request