La'Tisa Ward

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Data Science graduate student with 10+ years of experience in visual communications, public speaking and creative strategy. Skilled in information retrieval, policy analysis, and leveraging data insights to inform strategic policy and communications decisions. Experienced in brand management, new media technologies, and visual presentation design.

SKILLS

- **Data Analysis**: Data importing, cleaning, storytelling; identifying trends and outliers
- **Strategic Communications**: Research and communication strategy
- **Technical Skills**: Microsoft Word, Excel, PowerPoint; data visualization tools
- **Public Speaking & Persuasion**: Effective communication for diverse stakeholders
- **Brand Management**: Creative strategy and media planning
- **Community Organizing**: Visual designing for event promotion and issue awareness
- **New Media Technologies**: Social media content planning and digital communication

EDUCATION

Master of Science in Data Science, Business Intelligence & Analytics
Old Dominion University
2024- Current

- President, Pi Sigma Alpha chapter

Bachelor of Science in Political Science & Communications
Old Dominion University
2021- 2024

- Magna Cum Laude
- President, Pi Sigma Alpha chapter
- Kaufman Service Award recipient

PROFESSIONAL EXPERIENCE

Legislative Intern and Assistant
Virginia General Assembly
January 2024 – March 2024
45 Hours/Week

- Conducted independent research and analysis on state policies
- Managed digital communications, including VAN NGP platforms
- Drafted newsletter content and visual designs for over 300,000 constituents
- Prepared communication materials for state legislators, including speech and presentation visuals and outreach
- Planned social media content and developed messaging strategies

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RELEVANT PROJECTS

- "REF-1017" Reforestation Policy Proposal
- Persuasion, Ethics, and Industry Presentation
- Strategy and Implementation Proposal