

## Skills

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- SQL
- R (dplyr, tidyr, ggplot2)
- Tableau
- Excel (XLookup, VLookup, Conditional Formatting, Pivot Tables)
- HTML & CSS

## Projects

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### COVID-19 DATA EXPLORATION & VISUALIZATION – Personal Project

- Retrieved, manipulated, and queried the large Covid-19 dataset using **SQL** to explore trends and insights.
- Developed a comprehensive dashboard in **Tableau** to help stakeholders visualize the pandemic's impact and trends.
- Analyzed and presented complex data in a visually appealing and user-friendly manner.

### SEATTLE AIRBNB DATA EXPLORATION & VISUALIZATION – Personal Project

- Developed a **Tableau** dashboard to support informed decisions on Airbnb property investments in Seattle.
- Presented key insights and trends in the Seattle Airbnb market based on metrics such as nightly price and overall revenue.

### NASHVILLE HOUSING DATA CLEANING – Personal Project

- Utilized **SQL** to clean a dataset of Nashville home sales, ensuring data integrity and usability.
- Converted date fields, split out address fields, resolved duplicate records, and populated null values.

## Work Experience

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### FOUNDER & BUSINESS DEVELOPMENT – Verved Marketing + Design – Denver, CO

October 2018 - Present

- Collaborated with clients to understand their business goals and provided data-driven recommendations to design effective websites, optimize marketing campaigns, and monetizing web presence.
- Actively monitored and tracked ad campaign metrics and website traffic patterns for clients. Created reports and visualizations to highlight insights and make data-driven recommendations.
- Developed multi-media end-user documentation for website processes to allow clients to be self-sufficient.

### COMMUNICATIONS MANAGER – Cherry Creek Presbyterian Church – Englewood, CO

July 2016 – October 2018

- Oversaw the migration from one database software to another. Ensured data integrity and quality upon transfer and developed and documented data cleaning and profile merging procedures.
- Analyzed historical website traffic data to develop a data-driven plan for building a new site. Integrating data insights increased web traffic by 300% within one year.

## Volunteer Work

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### DIRECTOR – Englewood Christmas Store – Denver, CO

December 2018 - Present

- Digitized registration process. Ensured data cleanliness through form validation, regular expression, & conditional formatting.
- Documented internal processes – especially of Excel formulas - to ensure quality and process control.
- Filled identified gaps in data, including capturing timing data and collecting and analyzing a post-event survey for volunteers.
- Developed a variety of summaries and metrics (demographics, revenue, growth) utilizing formulas, filters, XLookup, and pivot tables in **Excel** to glean insights for future improvements.

## Education

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### B.A. COMMUNICATIONS – Westmont College – Santa Barbara, CA

## Professional Certifications

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### GOOGLE DATA ANALYTICS

Completed February 2023