Professional Summary

Motivated and detail-oriented marketing and analytics professional with a strong background in data interpretation, forecasting, and survey research. Skilled in transforming complex data into clear insights that inform business and academic decisions. Experienced with tools such as R, Quarto, and ggplot2 in both professional and academic settings.

Technical Skills

- **Programming Languages:** R, Python, SQL

- **Web & Visualization Tools:** HTML, CSS, Quarto, ggplot2, Google Analytics
- **Analytics Areas:** Time Series Forecasting, Survey Analysis, Topic Modeling, MANOVA, Data Wrangling

Education

```
# A tibble: 2 x 5
  what                                    when        with         where why
  <chr>                                   <chr>       <chr>        <chr> <lis>
1 M.S. Digital Marketing                  2023 - 2025 College of ~ Cal ~ <chr>
2 B.A. International Business and Marketing 2021 - 2023 College of ~ Cal ~ <chr>
```

Work Experience

```
# A tibble: 2 x 5
  what                                    when            with  where why
  <chr>                                   <chr>           <chr> <chr> <list>
1 Data & Marketing Intern                 June 2024 - Jul~ Cal ~ <NA>  <list>
2 Freelance Marketing & Analytics Consultant Jan 2025 - Pres~ Free~ <NA>  <list>
```