Corpus Christi, TX 78404 | 1(361)558-6624 | MELISSACALLIS@YAHOO.COM

MELISSA CAVAZOS

PROFESSIONAL SUMMARY

Seasoned Program Analytics Strategist offering 6 years of related experience, results-driven approach and dedication to achieve remarkable client results. Leads routine operations and special projects for new and established clients. Achievements include developing, revamping and strengthening campaigns to drive revenue growth through data driven solutions.

SKILLS

- JAVA/HTML/CSS, IBM, EDX
- SKILLS
- Python
- AWS Cloud
- Salesforce
- Django

WORK HISTORY

PROGRAM STRATEGIST 03/2018 to 03/2021
SOCIAL MEDIA / PROGRAM, Non-disclosure Client "A" Via Third Party LiveOps

- Non-disclosure client "A" via third party LiveOps, Utilized Salesforce Live Agent to collaborate and chat with patients via Facebook Messenger's platform.
- Compiled, charted data and reported directly to stakeholders, researchers, developing engineers, and safety officers to provide program feedback and ensure successful implementation of CI/CD project workflows.
- Closely followed agile practices by collaborating with cross- functional teams: Working closely with marketing, content, design, and other teams for data analysis to employ social media strategies with overall marketing initiatives and ensuring consistent messaging and branding.
- Enabled other team members to utilize OARS communication styles to build rapport with patients and improve engagement/contact percentages (KPI measures).

SERVICES /PATIENT ENGAGEMENT ANALYST 09/2006 to 03/2018
Non-disclosure Client "A" Via Third Party LiveOps

- Non-disclosure client "A" via third party LiveOps, Managed 1,200 patient case count, using data made from monthly engagement via teleservices.
- Called patients via schedule and automated call routing utilizing cloud9 to meet contracted KPI standards.
- Recorded and tagged milestones, patient contacts, doctor visits, compliance issues, adverse events, and demographic updates.
- Measured engagement and compliance of patients via program guidelines and HIPPA compliance policy.
- Projects
- Django Grocery List w/ web scraping
- Auction Site w CRUD and data modeling
- Integrate Salesforce with external services such as Excel and and other resources such as APIs to employ real-time or periodic data synchronization

- Processed and stored data using Python, AWS services, such as EC2, S3, VPC, RDS, and IAM, and other third-party applications like Docker, GitHub.
- Using Salesforce dashboards; created useful visual charts via salesforce to obtain visuals that enabled stakeholders to incorporate evolvement of program services.

INDEPENDANT CONTRACTOR 03/2006 to 09/2006
TELE-SERVICES/PATIENT

- For one of nation's largest pharmaceutical companies
- A six-year non-disclosure contract signed with third-party for specific pharmaceutical company's patient analysis program
- ADVOCATE
- Non-disclosure client "A" via third party LiveOps, Demonstrated expertise in utilizing Salesforce's robust data collection tools to efficiently bring in diverse data and record for company insight and potential forecasts for program development
- Per HIPPA federal guidelines: initiated and received random incoming calls/chats from patients via service line, company website and chat services
- Charted data via salesforce.

EDUCATION

Texas A&M University - Corpus Christi, Corpus Christi, Tx
BA, Psychology, 08/2001

CERTIFICATIONS

- HARVARD CS50P INTRO TO PYTHON PROGRAMMING, EDX
- INTRODUCATION TO CLOUD COMPUTING IBM, EDX
- INTRODUCTION TO JAVA/HTML/CSS, IBM, EDX

PROJECTS

- Django Grocery List w/ web scraping
- Auction Site w CRUD and data modeling.