MICHELLE YONG

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PROFILE

Data Analyst with 3+ years of experience transforming complex datasets into insights that drive smarter, faster decisions. Skilled in SQL, Tableau, Excel, Python, and financial forecasting, with a strong focus on precision, collaboration, and continuous improvement. Thrive in fast-paced settings, delivering actionable strategies across teams on time and with precision. Known for optimizing data-driven processes, enhancing campaign performance, and building trust through reliable execution.

EDUCATION

University of Washington, *BS in Political Science; Minor in Statistics*   09/2018 – 06/2023 │ Seattle, WA
GPA: 3.69 │ Dean's List (2018–2023)

PROFESSIONAL EXPERIENCE

Data Analyst, *Newman Partners*   06/2023 – 12/2024 │ Seattle, WA
- Spearheaded the creation of dynamic Tableau dashboards and advanced Excel trackers to monitor $500K+ in campaign budgets, leading to a 20% improvement in resource allocation efficiency.
- Optimized large-scale donor and voter datasets using SQL, identifying 50+ instances of potential fraud, contributing to compliance success rates above 98%.
- Delivered strategic insights to leadership, directly influencing the strategic realignment of $1M+ in outreach funding.
- Collaborated cross-functionally with finance, strategy, and field teams to optimize campaign performance, increasing donor retention by 15%.
- Led financial reporting across multiple high-profile Democratic campaigns in Washington State.

Key Achievements:
- Orchestrated financial tracking and donor engagement efforts for Nick Brown's Attorney General campaign, raising over $800K in public contributions.
- Designed real-time Tableau dashboards highlighting weekly surges of $150K+, supporting rapid-response fundraising initiatives.
- Analyzed top donor cities (Seattle, Bremerton), driving a 25% increase in donor conversion rates post-primary.

Campaign Analyst, *Congress (WA-09) - AS Campaign*   06/2022 – 06/2023 │ Seattle, WA
- Cleaned and structured raw voter and outreach data from NGP/VAN in Excel to track contact rates, volunteer shifts, and event turnout.
- Built live dashboards to monitor canvassing and fundraising activity, supporting quicker adjustments to campaign strategy.
- Analyzed weekly field and donor data to measure outreach effectiveness, contributing to an 18% increase in targeting accuracy and delivered concise data summaries that informed volunteer engagement efforts, helping drive a 22% boost in participation.

Data Entry Clerk, *Capital Asset Management Group*   06/2018 – 06/2023 │ Culver City, CA
- Partnered with advisors to review and interpret portfolio performance, producing clear reports for internal use and client meetings.
- Built and maintained forecasting models in Excel, improving quarterly financial projections.
- Consolidated and cleaned multi-source financial datasets using SQL.

CORE SKILLS

- Data Cleaning & Transformation
- Exploratory Data Analysis (EDA)
- Data Visualization & Interpretation
- Metrics Tracking & Performance Reporting
- Stakeholder-Focused Data Communication
- KPI Monitoring & Campaign Strategy Support

TECHNICAL SKILLS

- **Programming & Analysis:** Python (Pandas, NumPy, Seaborn, Matplotlib), R
- **Data Visualization:** Tableau, Excel Dashboards, Seaborn, Matplotlib
- **Databases:** SQL, SQLite, NGP/VAN, CRM Tools
- **Tools:** Jupyter Notebooks, Microsoft Office Suite, Google Workspace, Slack