

# MICHELLE YONG

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## OBJECTIVE

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Data analyst with 3+ years of experience transforming complex real-time datasets into actionable insights that drive smarter and faster decisions. I am skilled in SQL, Tableau, Python, and Microsoft Suite. I have a history of financial and marketing analyst work, and I thrive in fast-paced settings, delivering actionable strategies across teams. Throughout my career, I have been known for optimizing data-driven processes, enhancing campaign performance, and building trust through reliable execution.

## EDUCATION

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

**Google Data Analytics Professional Certificate** 06/2023 | Bellevue, WA  
Completed the Google Data Analytics Professional Certificate, gaining hands-on experience in data cleaning, analysis, visualization, and tools such as SQL, R, and Tableau. Finished the 8-Course Series with an Average A grade.

## PROFESSIONAL EXPERIENCE

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**Data Analyst, Newman Partners** 06/2023 – 12/2024 | Seattle, WA  
Worked in a mid-size financial firm that handled large scale donor and voter datasets that collaborated with high-ranking political officials in Washington State. At Newman Partners, I led the creation of dynamic Tableau Dashboards for various campaigns, advanced Excel tracers to monitor over \$500k+ in campaign budget varying per politician, leading ultimately to a 25% improvement in resource allocation efficiency. At the firm, I was also able to optimize large-scale donor and voter datasets using SQL, eliminating repetitive profiles from donors, and contributing compliance success rates of about 98%.

**Campaign Analyst, Congress (WA-09) - AS Campaign** 06/2022 – 06/2023 | Seattle, WA  
Campaign Analyst for the Adam Smith 9th Congressional District in King County. I cleaned and structured raw voter outreach data from NGP/VAN in Excel to track contract rates, volunteer shifts and event turnout. Built live dashboards that were collaborative with NGP/VAN to monitor canvassing and fundraising activity. Analyzed weekly field donor data to measure outreach effectiveness.

**Data Entry Clerk, Capital Management Group** 06/2018 – 06/2022 | Culver City, CA  
Partnered with accounting advisors to review and interpret portfolio performances for high-profile clients. Produced clear reports for internal use and client meetings. Built and maintained forecasting models in Excel, improving quarterly financial projections for the firm.

## CORE SKILLS

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- 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

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- **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