Carla Jensen

Data Mining | Process Improvement | Machine Learning

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EXPERIENCE

Lead Data Analyst
Finance Experience

2016 - Present
Fresno, CA

Finance Experience is a financial media company providing data, news and analysis for its clients via the Finance Experience Terminal, website and TV channels.

- Extracted and analysed 4000+ data sets drawn from audience engagement analysis in 10 clients to identify patterns in media response
- Participated at the elaboration of 4 hours crisis stories
- Migrated 30,000+ accounts from legacy system to Order Express
- Directed a team of 8 interns who successfully increased audience engagement by up to 80% in 200+ clients
- Analyzed ethical activities of the world's largest companies using machine learning techniques
- Successfully led a team to achieve 99% accuracy level in data collection

Data Analyst
Drive Unlimited

2014 - 2015
Fresno, CA

Drive Unlimited is a hedge fund based in Washington D.C. The firm invests in public equity, fixed income, and markets across the globe.

- Using Data Mining techniques to analyze current market trends, achieving a 99,5 % accuracy in level for over a year and a half
- Assisted with numerous audits using 100% sampling to identify potentially unseen gaps
- Implemented Machine Learning techniques to analyze market potential, resulting in savings of $1MN with investments
- Initiated the implementation of Scrum Methodology, resulting in 10% increase in quality and productivity

Data Analyst
Carol Watts

2012 - 2014
Fresno, CA

Carol Watts is a website and free service for researchers to share, discuss and receive credit for peer review of academic publications.

- Developed 30+ Exception Based Reports for quality assurance
- Achieved a 2.5% margin of error in terms of forecasted number of seats won in Sarawak state election 2016
- Support Business Development to Increased 25% Time deposit balance in campaigns

EDUCATION

M.S. Data Analytics

University of Fresno

2011

BoS. Computer Science

University of Fresno

2008 - 2010

KEY ACHIEVEMENTS

🏆 **EdWise Awarded**

"Viz of the Day" by Tableau for its innovative UI

💬 **Sharing My Passion**

by planning and administering a foundation-wide game day with 75+ peers

⚡ **Business Transformation**

Implemented Machine Learning techniques to analyze market potential, resulting in savings of $1MN with investments

LANGUAGES

English	Native	●●●●●
Cantonese	Advanced	●●●●○
Mandarin Intermediate		●●●○○

STRENGTHS

✔ **Stakeholder Engagement**

Collaborating with 5+ internal business units to translate data opportunities into business outcomes

EXPERIENCE

Data Analyst Intern
2012

Gerfund
London, United Kingdom

Gerfund, is a lead R&D company developing high standard technologies on Smart City concept.

- Saved 1Million paper print per year, automated multiple business process for early market ready $$M impact
- Worked with excel to track and map account equity among a portfolio of some 1000 clients.

TRAINING / COURSES

COUSERA

Data Science/ Business Analytics

CISCO Systems

CCNA/ CCNP

MICROSOFT

MCTS/ MCITP/ MCP/ MCSA

STRENGTHS

⊕ Strategic Focus
Delivering positive outcomes by focusing on strategic objective with a pragmatic and value add approach

SKILLS

SQL · MS Office · Python ·

Machine Learning ·

Artificial Intelligence ·

Data Warehouse