The Walt Disney Company

February 23, 2022

To Whom It May Concern,

I would like to express my interest in your Digital Analytics Intern position posted on February 17th, 2022. The Consumer Insight, Measurement & Analytics within the Walt Disney Company is known for their ability to transform data into insights and provide partners with vital analysis to make data driven decisions to improve guest experiences across some of the most exciting and growing lines of business within the Walt Disney Company.

While at Florida State, I gained valuable skills through Florida State’s Data Mining and Analytics classes, using Orange, Weka, Python, and R to focus on data models, machine learning and predictive analysis in the health care field. As well, I focused on Database Management and Design, working with a MySQL, Microsoft SQL Server, Oracle and MongoDB. I worked to integrate these DBMS systems in a web application environments creating dynamic using a mix of front-end and back-end web technologies in both PHP and Java Servlet pages.

Through my time as a FSU’s research intern, I reviewed research footage independently and reported my findings to our group’s meetings the following week through visual examples or technical written documentation. We utilized distributed version control systems such as Git and Bitbucket, for planning, design, implementation, and closeout of our projects.

The CIMA analytics teams provides analysis across the primary modes used by guests/clients for vacation discovery, planning, transacting, and management to enable decision making and optimization. I am excited to get to see first-hand the innovate processes that this company has to offer me as an Digital Analytics Intern.

I look forward to speaking with you. If you have any questions, please reach out by email at shuerta1999@gmail.com. Thank you for your time and consideration.

Sincerely,



Sarah Huerta