SONIA DAVILA

10253 Bryson Ave, South Gate, CA, 90280 | Cell: (323) 702-8048 | sonia.davila323@gmail.com

OBJECTIVE

Dedicated business analyst seeks position with growing company to leverage experience in reporting, data analytics, and project management

PROFESSIONAL EXPERIENCE

AT&T | El Segundo, CA | *Business Analyst*   10/2016 – 08/2018
- Utilize Cognos BI tools to perform monthly financial reports on customer conversion, retention, and subscription rates to enhance customer experience and increase sales
- Manage Dealer requests for property management and client portfolio performance via Salesforce CRM
- Perform audits to ensure change requests follow operating procedures and adhere to user and legal requirements
- Evaluate current business processes and documentation to automate and modernize systems
- Lead and conduct monthly user acceptance testing to monitor deliverables, scope risk or impact and ensure timely completion of projects

Ulta Beauty | Goleta, CA | *Product Consultant*   03/2014 – 11/2015
- Supervise and train consultants on maximizing product sales, anticipating stock needs, and transaction processing
- Coordinate appointments, administer customer calls, promote company products for increase in customer satisfaction and retention

Family Hawaii Programs | Honolulu, HI | *Data and Marketing Analyst Intern*   06/2014 – 09/2014
- Create large data sets to provide statistical analysis on youth living conditions and evaluate potential for youth progress
- Conduct weekly summaries using excel pivot tables, and application of quantitative analytical skills towards user behavior research and web analytics
- Teamed with board members in efforts to increase family reconciliations

EDUCATION

University of California, Santa Barbara | Santa Barbara, CA   Completion Date: 09/2016
Bachelor of Science- Financial Mathematics and Statistics
University of California, Los Angeles | Los Angeles, CA   Completion Date: 05/2019
Certification- Full Stack Flex Software Development

ACADEMIC EXPERIENCE

Portfolio Management
Numerical Analysis (Math 104B) Course Project
- Application of Markowitz Portfolio Theory to analyze the risk and productivity of 4 stocks in order to create desirable investments for an optimal portfolio

Yield Curve and Term Structure of Interest-Rate
Mathematics of Fixed Income Markets (Pstat 171) Course Project
- Demonstrate cash flows, and term-structure of interest-rates to generate smooth yield curves via R Studio
- Estimate and evaluate asset pricing models to yield operation of binomial option pricing algorithm

Application of SAS Base Programming in Financial Data Analysis
SAS Base Programing (Pstat 130) Course Project
- Analyze datasets and modify financial data using SAS code by importing, sorting and restructuring

SKILLS

Languages: Proficient in Spanish, fluent in Italian
Technical: Python, R Studio, SQL, SAS Base, SalesForce, Visio, and Microsoft Suite
Personal: Risk assessment, troubleshooting, budgeting, reporting and technical writing