

SHAYN NACION (Formerly Shaina)

They / Them | Seattle, Washington | shainanacion206@gmail.com | [linkedin.com/in/shaina-nacion](https://www.linkedin.com/in/shaina-nacion) | shaynmothman.github.io/data-portfolio

PROFESSIONAL SUMMARY

Detail-oriented professional transitioning into data analytics with demonstrated experience in system development and data-driven decision making. Proven track record of implementing cloud-based solutions and analyzing performance metrics to drive business improvements. Strong background in operational analytics and process optimization.

WORK EXPERIENCE

Director of Operations | Simply Sam Organization + Design

January 2024 - Present

- Developed and implemented automated data collection systems to track company performance metrics across marketing, sales, and client satisfaction initiatives
- Established Key Performance Indicators (KPIs) and measurable objectives to inform operational strategies
- Analyzed employee satisfaction data and implemented process improvements, resulting in team satisfaction increase from 63% to 74%
- Designed custom project management system for centralized data tracking and reporting
- Created and maintained documentation for automated operational processes

Manager of Digital Operations | Simply Sam Organization + Design

January 2023 - January 2024

- Led tech stack optimization initiative resulting in 55% reduction in operational overhead through data-driven analysis
- Developed comprehensive databases and internal tools for project management efficiency
- Collaborated with marketing team to define metrics and generate stakeholder reports
- Conducted website analytics and SEO performance tracking
- Implemented data-driven improvements to optimize company web presence

Freelance Web Developer and Designer | Shaina Nacion Design

February 2017 - September 2023

- Managed project data and performance metrics for over 50 website development projects
- Implemented automated workflows and tracking systems, reducing project completion time by 50%
- Led team of 5 contractors while maintaining quality metrics and delivery deadlines
- Developed and maintained project management databases across multiple platforms
- Tracked and analyzed project performance data to optimize resource allocation

EDUCATION

- Google Data Analytics Professional Certificate (In Progress, Expected February 2025)
- Associate of Science, Creative Media | Kauai Community College, 2018
- Associate of Arts, Liberal Arts | Kauai Community College, 2018

TECHNICAL SKILLS

- Data Analysis Tools: Microsoft Excel, Google Sheets, Google Analytics, Looker Studio
- AI-Enhanced Analytics: Experience optimizing spreadsheet functions and automation using AI tools
- Project Management Platforms: ClickUp, Asana
- Data Visualization
- Process Automation
- Performance Metrics Analysis
- Business Intelligence Tools
- Technical Documentation

CORE COMPETENCIES

- Data-Driven Decision Making
- Statistical Analysis
- Process Optimization
- Team Leadership
- System Development
- Operations Analytics
- Project Management
- Stakeholder Communication