

# Sonyah G. Seiden

New York, NY

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Impact-oriented team leader bringing 5 years' experience overhauling data & reporting infrastructure, 2 years managing analysts & engineers.

Expertise pooling & transforming distributed, high-cardinality data into scalable frameworks for multiple stakeholders.

## Skills

### Programming Languages

- Year of experience
- SQL
- Python
- Regex, Git
- graphQL

### Tools

Viz: Tableau, PowerBI

IDE: VSCode, Jupyter, Postman

Other: Jira, Confluence, Notion

### Other

Building stakeholder trust,

Cross-team communication,

Delegation, Pacing productivity

## Education

### Franklin University CH

B.A., Honors in

Art History & Economics ('16)

Magna cum laude, 3.69 GPA

### Extra Curriculars

Statistics Department Tutor

Resident Assistant

### Merit Awards

Lifelong Learning Scholar

Franklin Scholar

### General Assembly

Audit, Intro to JavaScript

Cert. Product Management

50 hours on PDM theory

Instructor Sponsorship

Data Science Fellowship

300 hour bootcamp on Python

Opportunity Fund Scholar

Cert. Data Analytics

50 hours on SQL & Tableau

## Professional Experience

### General Assembly

May - Dec  
2020 - 2023

#### Contract Instructor

Avg. Instructor Rating: 4.7/5

- Instructional Associate: [Data Science](#) (Python)  
Intuit, BAH, PayPal, Barclays, WPP, Consumer
- Lead Instructor: [Data Analytics](#) (Excel, SQL, Tableau)  
BAH, Consumer

### Kroll Bond Rating Agency

Apr - Apr  
2022 - 2023

#### Product Owner (Technical), Ratings DB

- Pitch & manage overhaul of PowerBI data pipelines
- Formalize business logic within Python objects, ETL library, and denormalized Snowflake DB
- Ticket & QA internal client APIs (Rest, GraphQL)
- Setup & update external client feed configurations
- Ticket turnaround reduced by 30% through improved ticket management on Jira
- Report weekly, quarterly KPIs for internal APIs

### R2Net, Inc. - JamesAllen.com

June - July  
2020 - 2021

#### Business Intelligence Manager

- Hire, train, supervise three analysts for Ops, BI team
- Design reporting ETL infrastructure reducing report lead times up to 90%
- Increase team productivity by 35% with SCRUM
- Write SQL queries & draft processing pipelines
- Pool data from SQL db, Rest & GraphQL APIs
- Modularize Python data processing scripts
- Collaborate with COO, CTO & Product Managers

Aug - June  
2019 - 2020

#### Senior Operations Analyst

- Hire & train two analysts for Ops team
- Automate data processing for Ops & Merchandising
- Standardize monthly and quarterly sales dashboards
- Manage team documentation, GitLab, and Jira

Oct - Aug  
2018 - 2019

#### Operations Analyst

- Script department cleaning procedures in Python
- Automate processing & imputation improving daily sales report data integrity by 40%
- Report bugs and data errors, draft feature requests for store backend and sales management applications

Hobbies: painting, visiting museums, backgammon, reality tv