

## Skills

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- SQL (MySQL, PostgreSQL)
- Tableau Data Visualization
- R Studio (Tidyverse, ggplot2, dplyr)
- Excel (Conditional Formatting, Pivot Tables)
- Account Management
- Client Relations

## Projects

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### DATA EXPLORATION: COVID-19 GLOBAL DEATH DATA – [Personal Project](#) – January 2023

- Used **MySQL** to analyze global COVID-19 death data to gain insights
- Created **SQL** queries to execute **joins**, **CTE's**, **temp tables**, windows functions, aggregate functions, creating **views**, and converting data types
- Created a data visualization in **Tableau** based on a few of the SQL queries

### CALL CENTER DASHBOARD WITH PIVOT TABLES – [Personal Project](#) – February 2023

- Used **Microsoft Excel** to create an interactive dashboard using **Slicers**
- Visualized data using **Pivot Tables**

### DATA VISUALIZATION: NICS FIREARM BACKGROUND CHECKS – [Personal Project](#) – February 2023

- Developed and presented a high-level analysis of background checks by state using the data visualization tool, **Tableau**
- Created interactive dashboards and stories to present a more comprehensive analysis

### MASS SHOOTINGS IN THE U.S.A – [Personal Project](#) – March 2023

- Utilized **PostgreSQL** to create a database and tables to analyze mass shootings in the United States
- Created **SQL** queries to extract data, run aggregate functions
- Used **Tableau** to visualize data by various top 10 metrics

## Work Experience

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### BUSINESS ANALYST (SR. DIGITAL PRODUCER) – Coalition Technologies – Seattle, WA 07/2021 – 08/2022

- Fostered strong client relationships by serving as a liaison between clients and cross-functional teams, facilitating regular meetings and communication, and effectively managing projects to ensure timely delivery, adherence to budgets, and high-quality standards resulting in a 90%+ retention rate for marketing accounts.
- Managed client onboarding process through scheduling and conducting team meetings, delivering comprehensive onboarding emails, and guiding company process and project management software setup.
- Orchestrated the collaboration between front-end and back-end developers, designers, SEO technicians, PPC specialists, and copy strategists, assigning project tasks to respective teams and ensuring seamless coordination to execute comprehensive campaigns successfully.
- Conducted comprehensive keyword analysis across all website pages to inform data-driven business strategies, enhancing client's online visibility and maximizing traffic and sales potential.
- Performed a thorough website audit, identifying and rectifying errors, while implementing improvements to enhance user experience and drive optimal results for the client.
- Collaborated with the reporting team to conduct thorough monthly and bi-monthly reviews of marketing campaign reports, leveraging Google Analytics to validate accuracy and provide insights for performance evaluation.

- Scheduled and facilitated bi-weekly client meetings to discuss campaign progress, actively listening to clients to address their concerns, gather insights on upcoming events, sales, promotions, and other relevant information for effective campaign planning and execution.

**COMMUNITY/ACCOUNT MANAGER** – The Patsy Family – Vancouver, WA

06/2012 - Present

- Successfully grew account subscribers to 480K+ and earned the 100K Subscriber Play Button Award.
- Adapted strategies to maximize followers and engagement by leveraging YouTube Web Analytics and developing content strategies based on video performance, including watch time, engagement, and views.
- Implemented efficient data management practices by meticulously archiving footage and creating multiple backups of image and video files, ensuring the preservation and availability of valuable assets.
- Handled all aspects of projects, video shoots, coordination, and organization of several videos per week to daily videos during peak times.
- Leveraged innovative and creative thinking skills to develop engaging content ideas that attract and keep viewers engaged.
- Performed a variety of administrative tasks, including hiring an accountant and facilitating meetings with owners and representatives of studios, YouTube, and various brands in order to assist with managing the growth and success of the brand.
- Cultivated meaningful connections with audiences by developing and deploying engaging visual content for Instagram and other social media accounts and monitoring the community.

**STUDIO MANAGER** – This Is Life Photography – Phoenix, AZ

06/2007 – 01/2015

- Orchestrated seamless studio operations, overseeing scheduling, resource allocation, and coordination to ensure smooth workflow and optimal client experiences.
- Managed client relationships from initial consultation to post-production, providing exceptional customer service and guidance throughout the portrait and wedding photography process.
- Developed and executed marketing strategies, including social media campaigns and promotional events, resulting in increased brand visibility and client acquisition.
- Oversaw post-production activities, including image editing, retouching, and album design, ensuring consistent quality and timely delivery of final products to exceed client expectations.
- Managed financial aspects of the studio, including budgeting, invoicing, and expense tracking, contributing to profitability and sustainable business growth.
- Implemented robust data management practices by archiving and backing up files to the cloud, creating redundancies, and ensuring the preservation and accessibility of valuable assets.
- Acted as the web administrator, strategically managing the studio's website by regularly updating images, text, and other content to maintain a visually appealing, up-to-date, and SEO-optimized online presence.

## Certifications

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**GOOGLE DATA ANALYTICS CERTIFICATE** – Coursera – Online

December 2022

**COMPTIA A+ CERTIFICATE** – CompTIA – Online

October 2022