SUSAN SENSEMAN

Data Operations Specialist | Analytics & Process Optimization

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PROFESSIONAL SUMMARY

Detail-oriented and analytically driven Data Operations Specialist with a proven record of optimizing workflows, managing high-volume data transfers, and improving operational efficiency. Adept at cleaning, structuring, and visualizing data to support decision-making and cross-functional reporting. Blends strong technical expertise with creative problem-solving to ensure accuracy, reliability, and innovation in every process.

KEY ACHIEVEMENTS

- **Digitized and modernized** media recordkeeping systems, eliminating paper inefficiencies and creating a searchable digital repository.
- **Streamlined media return workflows**, saving 30–45 minutes per return by consolidating tasks and reducing redundant trips.
- **Developed automation macros** to clean and format manifests, delivering ready-to-present data tables for client review.
- **Adapted processes and troubleshooting methods** to ensure data integrity and consistent performance amid shifting systems and priorities.
- **Surpassed annual development goals**, completing 40+ hours of Udemy coursework and earning a LinkedIn Data Analytics Certificate to strengthen technical expertise.

TECHNICAL SKILLS

Data Analysis & Visualization: Power BI, Tableau, Microsoft Excel (PivotTables, VLOOKUP, Macros), R
Programming & Automation: Python, SQL, JavaScript, HTML, CSS
Databases & ETL: MongoDB, DataDog, ETL pipelines
Project & Workflow Tools: ZenDesk, ClickUp, ServiceNow (familiarity)
Other Tools: PowerPoint, Microsoft Office Suite

PROFESSIONAL EXPERIENCE

Data, Imaging, and Media Specialist II — SitusAMC, Clearwater, FL

July 2024 – Present

- Upload and process large Excel datasets into operational systems, ensuring data integrity, accuracy, and mapping consistency.
- Leveraged advanced Excel tools to validate files, perform QA, and generate ad hoc reports.
- Manage structured digital directories and repositories, maintaining version control and system reliability.

- Troubleshoot data integrity, transfer, and compatibility issues with logical problem-solving methods.
- Collaborate with senior analysts and observe SQL processes to expand database querying and reporting skills.
- Clean, structure, and prepare data for internal visualization projects using Power BI and Tableau.
- Created and maintained macros to streamline manifest cleaning and formatting for easier stakeholder reporting.
- Served as a member of the Employee Engagement Committee, supporting cross-department collaboration and initiatives.
- Utilized AI tools effectively for continuous learning and efficiency optimization, improving workflow precision.

Data Analyst — OneRail, Orlando, FL

June 2023 – December 2023

- Conducted data analyses to identify trends, correlations, and performance insights from large datasets.
- Built predictive models and dashboards to support demand forecasting and operational decisions.
- Defined KPIs and performance metrics with cross-functional teams to drive strategy alignment.
- Created Tableau and Power BI dashboards, delivering real-time insights to leadership.
- Streamlined ETL processes, reducing processing time by 60%.
- Presented analytical findings to management with clarity and actionable recommendations.

Head Grower — Florida Cactus, Apopka, FL

2019 – June 2023

- Managed cultivation planning, scheduling, and staff supervision to optimize yield and quality.
- Analyzed environmental and yield data to refine production processes and efficiency.
- Implemented data-driven cultivation tracking systems, enhancing forecasting accuracy and compliance.

Music Teacher — Orange County Public Schools, Orlando, FL

2016 – 2019

- Developed and executed creative lesson plans tailored to student engagement and learning outcomes.
- Managed data for student assessments and progress tracking across multiple classes.

Customer Service Staff — Publix Supermarkets, Orlando, FL

2010 – 2016

- Supported customer engagement and operational efficiency through strong communication and data accuracy.

EDUCATION & CERTIFICATIONS

Certificate, Full Stack Flex Coding — University of Central Florida, April 2022 – September 2022
Associate's Degree, Plant Science — Valencia College, 2018 – 2020
Master's Degree, Music — University of Florida, 2014 – 2016
Bachelor's Degree, Music Education — University of Florida, 2010 – 2014
LinkedIn Data Analytics Certificate — 2024
Udemy Professional Development — 40+ Hours of Advanced Data Analytics, Power BI, and Python coursework

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