Tracy Anyasi

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EDUCATION

Boston University (Part-Time) - Masters of Science in Business Analytics (MSBA), Expected 2026

University of California, Los Angeles - Bachelor of Science in Biology (IC - Data Analysis); GPA: 3.756, Acquired 2023

RELEVANT EXPERIENCE

Euromonitor International   Remote
Freelance Market Research Analyst and Interviewer   *Sep 2024 - Present*
- Analyzed large datasets in Excel to improve market forecasts in the carbonates sector (US/Brazil) and conducted stakeholder interviews to enhance data accuracy and provide actionable insights.

Biotech Connections Los Angeles (BCLA)   Los Angeles, CA
Media and Marketing Associate   *Apr 2024 - Present*
- Leveraged primary/secondary research and engagement analytics to produce data-driven newsletters, blogs, and visual reports on market trends, scientific advances, and regulatory shifts—boosting stakeholder awareness and industry engagement by 7%.
- Led 2 competitive intelligence initiatives assessing provider adoption of health IT tools and identifying digital health innovations and emerging biotech opportunities to inform business development, stakeholder strategy, and client engagement.
- Elevated patron engagement by developing informed promotional materials for 10 sponsorship packages—driving increased interest, participation, and sponsor investment.

Somatus - Market Access and TeleHealth   Remote
Patient Health Analyst/ Advocate   *May 2024 - Aug 2024*
- Strengthened healthcare accessibility by preparing slide decks on 2 key metrics—provider availability and patient satisfaction—leveraging Electronic Medical Records (RenalIQ AI), CRM systems, A/B testing surveys, quality checks, and lead generation to inform decision-making for payer negotiations and network development.
- Enhanced payer-provider alignment on benefits and coverage analyses—conducted interviews to identify gaps in patient care access that resulted in a 5% uptick in patient service utilization.
- Collaborated with cross-functional teams to translate complex healthcare data and policy changes into actionable recommendations for B2B/B2C strategies to support the commercialization efforts of 3 new healthcare services.
- Conducted research on payer landscapes and reimbursement models to support value-based care initiatives, improved transportation, scheduling processes, and patient outcomes by 10%.

Los Angeles Department of Public Health (LADPH)   Los Angeles, CA
Market Strategy Intern   *Apr 2024 - May 2024*
- Analyzed public health survey data using Power BI and Tableau to evaluate community access to digital health resources; integrated findings with policy and expert research on antibiotic use to develop strategic communication frameworks, improving stewardship awareness and adherence by 3% across key initiatives.

Bioscience LA   Los Angeles, CA
Biofutures Strategy Intern   *Sep 2022 - Dec 2023*
- Spearheaded collection of healthcare accessibility data across five LA regions, designing surveys and focus groups, and using Excel for data cleaning, correlation analysis, and visualization to provide actionable recommendations for optimizing healthcare outreach and resource distribution.

UCLA Data Science in Cardiovascular Medicine (IDiscover)   Los Angeles, CA
Student Researcher   *Oct 2022 - Jun 2023*
- Researched comparative post-translational modifications of human and murine proteins across stages of expression—analyzed regulatory mechanisms, protein interactions, and therapeutic implications for treating cardiac neoplasms.
- Optimized data pipelines and retrieval processes in proteomics databases using SQL, R, and AWS; enhanced ETL workflows, resolved data quality issues, and filtered low-integrity entries—boosting system performance by 12% across two projects.

UCLA Department of Ecology and Evolutionary Biology   Los Angeles, CA
Research Assistant (RA)   *Oct 2020 - Dec 2021*
- Augmented research on the effects of ecotourism on wildlife—collaborated with 5 research assistants to organize 1 terabyte of pictorial data using Excel.
- Presented findings at weekly lab and Journal Club meetings and contributed to manuscript writing for 2 internal lab studies.

ADDITIONAL INFORMATION

Tools: MS Office (PowerPoint, Word, Excel), Adobe Creative Cloud, MDPI, Litmaps, Canva, Hubspot, SEMrush, Jira, Notion, Pitchbook, Tableau, Power BI, and Bloomberg
Programming Software: R, SQL, SPSS, MATLAB, SAS, REDCap, and Python
Skills: Data Analysis, Market Research & Strategy, Customer Relationship Management, Academic & Media Research, Content Development, Strategic Communication, Process/ Workflow Optimization, Project Management, and Resource Allocation