TASIDA A. WEBSTER

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SKILLED DATA ANALYST, DIGITAL MEDIA & PROJECT MANAGER

PROFESSIONAL SUMMARY

Dedicated project manager and data management expert with a proven track record of enhancing engagement and communication among various key stakeholders. Proficient in managing multiple technical systems and spearheading strategic initiatives, including various publications and website optimization. Effective support team leader and skilled at leveraging technical skills using SaaS platforms for innovative data analysis and visualization.

TECHNICAL EXPERTISE

- Python
- Tableau
- SQL
- CRM/databases
- Snowflake
- Email marketing platforms
- A/B testing
- End-to-end workflow
- CMS website maintenance
- Microsoft Office/Google Suite
- Asana, Teams, Slack. etc.
- WordPress

RELATED EXPERIENCE

Assistant Director of Alumnae Relations • July 2022-Present

Alumnae Relations Office, Agnes Scott College Decatur, GA

- Responsible for managing all departmental communications and operations, including data analysis, capital/relationship-building reporting, web maintenance, and primary CRM(Raiser's Edge/Blackbaud) manager.
- Manages all segmented data from 13,000+ Raiser's Edge profiles to interpret trends, create data visualization reports, and effectively differentiate communication.
- Leads all website maintenance and UX optimization for the Agnes Scott Alumnae webpage and the Agnes Scott Alumnae Weekend website.
- Spearheads the development and implementation of a bi-annual magazine publication, coordinates with external stakeholders, and works with multi-departmental committees to execute timely publications and strategic email communication. Improved engagement rates by 50%.
- Organizes 10+ events annually, such as Alumnae Weekend, Leadership Boot Camp for key stakeholders, career-related outreach events, and Alumnae Association Board of Directors. Increased alumnae participation by 30% and reached KPI goals.
- Enhances and streamlines online registration platforms, virtual payment systems, and mobile transactions through Raiser's Edge/Blackbaud. Created over 50 different online registration options to date, increasing efficiency by 15%.
- Supervises and coaches assistants, effectively delegates tasks, and maintains office efficiency and project management to increase office efficiency by 20%.
- Allocates revenue generated from events to various Alumnae Relations accounts and maintains up-to-date records of all transactions.

Position Accomplishments:

- Managed all aspects of the department Instagram and improved engagement by 30%.
- Editor for 6 volumes of The Onyx, the Alumnae Class News publication.
- Solicited, organized, and edited news content, and distributed it to an audience of 8,000+
- Served as the operational and coordinating manager for on-site 70+ meeting and residential space.
- Managed and executed the migration of department website to an organizational domain server.

SKILLS

- Detail-Oriented
- Problem Solving
- Works Independently
- Project Management
- Critical Thinking and Analysis
- Team Collaboration
- Data Manipulation
- Time Series Analysis
- Hypothesis Testing
- Budget Management
- Financial Analysis
- Verbal / Written Communication Expert

ADDITIONAL PROFESSIONAL EXPERIENCE

Alumnae Relations Coordinator • August 2021-June 2022
Alumnae Relations Office, Agnes Scott College Decatur, GA
- Assisted in planning and implementing various events for alumnae and key stakeholders by sending invitations, tracking responses, and preparing event materials.
- Utilized Raiser's Edge/Blackbaud CRM database to accurately record event registration and attendance data for alumnae events, causing a 25% increase in data accuracy and a 20% reduction in registration errors.
- Coordinated multi-channel communications to alumnae classes, chapters, and volunteers, resulting in a 25% increase in email open rates and a 15% increase in event participation.
- Developed the production of the alumnae association news publication with a circulation of 13,000+ alumnae.
- Responded promptly to inquiries and requests from alumnae, faculty, staff, and students by phone, e-mail, and in person.

Alumnae Relations Assistant • September 2017 - August 2021
Alumnae Relations Office, Agnes Scott College Decatur, GA
- Compiled and analyzed event registration, conducted follow-up calls to boost attendance, and increased event participation rates.
- Responsible for data entry management as well as maintaining, updating, and organizing event and engagement data.
- Performed general office duties, including copying, filing, and inventory management, to support office functions.
- Operated multi-line phone and messaging queries and event registrations by providing prompt and courteous responses.

SPECIAL PROJECT LEADERSHIP

Predicting the Stock Market Using Markov Chains and Python • February 2021-May 2021
- Designed a strategic plan for a Python coding project. Led all aspects including presentation exploring the feasibility of predicting stock market movements using Markov Chains and Python.
- Developed unique Python code to simulate predicted stock prices using Markov Chain probabilities and compared each against actual values.
- Used advanced data analytics software including Python, Microsoft Excel, and Markov Chains, to produce innovative statistical analysis, and data visualization.

EDUCATION

Agnes Scott College – Decatur, GA
Bachelor of Arts in Mathematics • May 2021

WORK SAMPLES

- Link to GitHub repository: "Predicting the Stock Market Using Markov Chains and Python"
- Tableau: https://public.tableau.com/profile/tasida.webster