Jane Doe

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PROFESSIONAL EXPERIENCE

Senior Data Analyst   **Feb 2022 – Present**
Acme Corp   **Remote**
- Built KPI dashboards in Power BI consumed by 50+ stakeholders.
- Automated SQL pipelines reducing refresh time by 40%.

PROJECTS & OUTSIDE EXPERIENCE

Marketing Attribution Engine
- Implemented multi-touch attribution in Python with scikit-learn.
- Improved ROAS prediction accuracy by 18%.

SKILLS & COMPETENCIES

- **Languages:** Python, SQL, R
- **Tools:** Power BI, Tableau, Snowflake
- **Competencies:** A/B testing, Causal inference, Data storytelling

EDUCATION

M.S. Business Analytics   **Aug 2020 – May 2021**
Simon Business School, University of Rochester   **Rochester, NY**