Vanessa Okosun

Data Analyst

PROJECTS

IHG Hotels & Resorts

This project aims to analyze booking data from InterContinental Hotels Group (IHG) to gain valuable insights into booking trends, customer preferences, and performance metrics. SQL was utilized for data querying and transformation, and Tableau to create an interactive and informative dashboard for stakeholders.

Drug Use vs. Depression

This predictive modeling project aims to explore the relationship between depression and drug use by analyzing relevant data to build a predictive model. By understanding the factors that influence drug use in individuals experiencing depression, the aim was to provide valuable insights to inform public health strategies, intervention programs, and support systems.

WORK EXPERIENCE

Nucleus Global, Remote

Account Executive   12/2021 – Present

- Manage and nurture client relationships, delivering tailored solutions and ensuring exceptional service.
- Collaborate with cross-functional teams to understand client requirements and provide data-driven strategies.
- Utilize data insights to identify growth opportunities and optimize client accounts.
- Develop persuasive presentations and reports to communicate data-driven strategies effectively.

SPhase, Atlanta, GA

Program Manager   03/2020 – 12/2021

- Directed end-to-end execution of pharmaceutical/medical communications programs.
- Implemented project management best practices, ensuring projects met deadlines and budgetary constraints.
- Coordinated with internal teams and external stakeholders to ensure seamless program delivery.
- Conducted post-program analysis to evaluate program effectiveness and make data-driven recommendations.

CHOICES, Atlanta, GA

Program Analyst Intern   08/2019 – 02/2020

- Collaborated with the nonprofit team to analyze program data and assess program impact.
- Assisted in creating and maintaining databases for demographic information and program statistics.
- Generated reports and presentations to communicate insights and recommendations to the organization's leadership.
- Contributed to data-driven decision-making processes within the nonprofit.

CONTACT

- Atlanta, GA (Open to Remote/Relocation)
- +1-678-876-0055
- vookosun@gmail.com
- LinkedIn
- Portfolio

SKILLS

Hard Skills:
- Data Analysis (Advanced)
- Data Mining
- Data Visualization
- Programming
- Data Management

Techniques:
- Descriptive Statistics
- Statistical Analysis (t-test, ANOVA)
- Data Ethics and Privacy

Tools:
- SQL
- R (ggplot2, dplyr)
- Tableau/Looker/Power BI
- Python (NumPy, matplotlib, Pandas)
- Microsoft Excel/Google Sheets

EDUCATION

Mercer University
Master of Science
Business Analytics
Atlanta, GA — 05/2010

Kennesaw State University
Bachelor of Science
Public Health
Kennesaw State, GA — 05/2010

OTHER

- Data Analytics Bootcamp at Thinkful
- Google Data Analytics Certificate Candidate
- IBM Data Science Certificate Candidate