**PROFESSIONAL EXPERIENCE:**

**InMarket,** New York, NY                                                    November 2021 - Present

*Marketing Insights Analyst*

* Designed and implemented a classification system for sentiment analysis of tweets to leverage consumer sentiment surrounding current topics of interest, this provided supplemental information for PR content and sales
* Automated and owned quarterly reports of consumer location and purchase data using Python, SQL, and Excel saving ~20 hours of labor each quarter
* Leveraged BigQuery and data visualization tools (Seaborn and Matplotlib) to provide relevant insights to the PR team resulting in an increase of press pickups by ~15%
* Collaborated with the sales team to run ad-hoc analyses of consumer data to identify emerging trends that improved customer spending by ~10%

**Truveris Inc,** New York, NY                                                    November 2020 – November 2021

*Associate Analyst*

* Acted as a leading analyst to help build more effective and efficient pharmacy markets for clients by performing volume and cost modeling on claims data to ensure PBMs are meeting contractual obligations to clients
* Worked with a team of four to build out a process automation tool using Alteryx and Python that reduced report delivery time to clients by 15%
* Analyzed datasets with 100,000+ records using SQL to derive insights and report on KPIs for clients
* Utilized SQL, Python and Excel to perform ad hoc analyses on pharmaceutical claims datasets that improved retention rate of high touch clients by 10%

**Pandora Media,** New York, NY June 2019 - August 2019

*Sales Research Analyst Intern*

* Intern Project: Analyzed a custom segment of more than 2 million users using SQL, Excel, and Tableau to discover actionable insights to improve the effectiveness of targeted campaigns and enable company growth, these findings were presented to the entire New York office and incorporated in upper management’s decision-making process
* Provided strategic advice to blue-chip clients on consumer analytics, insights, and trends by using queried data and visualizations
* Analyzed user metrics to identify new market segments and advertising opportunities to aid in client growth
* Worked with a team of five analysts to successfully and efficiently complete 20+ queries a day

**Northwell Health,** Manhasset, NY                                                                        July 2018 - December 2018

*Business Development Intern*

* Compiled and generated spreadsheets capturing key data of approximately 10 potential clients on a weekly basis and presented that information to management to stimulate the client acquisition process
* Collaborated with a team of three to research, update and validate client profiles once a day
* Created pivot tables and charts of potential physician practice data to evaluate profits and losses to ensure managers and key decision makers made the most accurate decisions

**TECHNICAL SKILLS:**

Excel, PowerPoint, MySQL, BigQuery, R, Python, Data Modeling, Data Mining, Tableau, Matplotlib, Pandas

**EDUCATION:**

**Bentley University,** Waltham, MA

Completed Bachelor of Science, Data Analytics, May 2020

**ACTIVITIES AND VOLUNTEER EXPERIENCE:**

Bentley Investment Group, Bentley Ultimate Disc, Habitat for Humanity, Bentley TAMID, Service-learning at

Prospect Hill