**PROFESSIONAL EXPERIENCE:**

**Podium,** Boston, MA                                                    October 2022 – December 2022

*Data Analyst*

* Collaborated with stakeholders to build out data and reporting models with SQL and Tableau to provide real time automated insights into marketing funnel and campaign metrics to accurately assign attribution to marketing channels
* Wrote SQL queries and implemented business intelligence solutions to automate monitoring and analyzing the integrity of marketing and CRM data reducing manual labor hours by ~15%
* Utilized SQL, Python and Tableau to extract actionable insights to assist marketing stakeholders in making key business decisions improving user conversion of a newly released product
* Analyzed data from 100,000+ marketing campaigns and used insights to guide marketing efforts to prospects

**InMarket,** New York, NY                                                    November 2021 – October 2022

*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
* 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

**TECHNICAL SKILLS:**

Excel, MySQL, BigQuery, R, Python, Data Modeling, Data Mining, Tableau, Seaborn, Pandas, Snowflake, Git

**EDUCATION:**

**Bentley University,** Waltham, MA

Completed Bachelor of Science, Data Analytics, May 2020