**PROFESSIONAL EXPERIENCE:**

**Jasper**, Boston, MA                                                    January 2023 – July 2023

*Data Analyst II*

* Conducted comprehensive analysis and reporting on customer usage data, leading to a 100% increase in trial conversions over the base line rate
* Partnered with the Data Engineering team to develop and maintain over 10 advanced data models in the data warehouse, utilizing DBT, SQL, and Hightouch
* Worked collaboratively to develop and implement a BigQuery Machine Learning model, predicting customer churn probabilities using more than 30 distinct parameters
* Created and managed over 5 key performance indicator (KPI) dashboards for stakeholders, utilizing Python, SQL, and Mode Analytics
* Evaluated the performance of Customer Success advertising initiatives, and provided strategic suggestions leading to a 17% uplift in click-through rate and a 5% enhancement in customer product engagement

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

*Data Analyst*

* Fostered collaboration with stakeholders to develop data and reporting frameworks using SQL and Tableau. This enabled the delivery of real-time, automated insights into marketing funnel and campaign metrics, facilitating precise attribution to marketing channels
* Authored SQL queries and executed business intelligence solutions to automate the monitoring and analysis of marketing and CRM data, consequently reducing manual labor hours by approximately 15%
* Leveraged SQL, Python, and Tableau to derive actionable insights, empowering marketing stakeholders to make pivotal business decisions and boost user conversion rates for a newly introduced product
* Conducted comprehensive analysis on data from over 100,000 marketing campaigns, utilizing the insights derived to effectively steer marketing initiatives towards potential customers

**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
* 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%
* Utilized SQL, Python and Excel to perform ad hoc analyses on pharmaceutical claims datasets that improved retention rate of high touch clients by 10%

**TECHNICAL SKILLS:**

Excel, SQL, R, Python, Data modeling, Data mining, Tableau, Seaborn, Pandas, Snowflake, Git, Airflow, DBT

**EDUCATION:**

**Bentley University,** Waltham, MA

Completed Bachelor of Science, Data Analytics, May 2020