

NAME

TITLE

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Profile

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Experience

Senior Data Analyst -

American Animal Welfare Organization – Saint Paul, Minnesota

2016 to present

- Determined effective fundraising efforts and increased overall revenue by 10% in one year.
- Streamlined the process of identifying major donors and improved digital fundraising using SFDC data. Increased donors by 8%.
- Ensured that SFDC data aligns with the systems and presented data solutions to higher management.
- Managed the creating, updating, and deleting of the company's master data.
- Awarded as Best Trainer of the Year for junior analysts regarding quality control testing, data validation, and error diagnostics.

Data Analyst, News Division -

Shoreline Digital Media Company – Saint Louis, Missouri

2013 to 2015

- Maintained the database of research information on interviews, stories, and statistics.
- Identified points for data mining for inclusion in reports.
- Interpreted and analyzed trends and patterns and prepared charts or visuals for news content.
- Collaborated with journalists and writers to ensure the accurate reporting of news concerning the data.
- Conducted regular clean-up of data.

Project Experience

- Completed an overhaul of all the visuals for Shoreline Digital Media Company. Created a full guide and standards on how to generate various types of news charts.
- Did part-time work as a Data Analytics Consultant for small-scale businesses regarding their social media.
- Assisted Hamster Adoption Foundation, which is a start-up NGO to improve fundraising efforts. Collated information on adoption statistics and created visuals for use in marketing.

Education

Master of Science in Data Science - Maryville University

2015 to 2016

- GPA: LIST
- AWARD
- AWARD

2009 to 2013

Bachelor of Science in Information Technology- University of Missouri

- GPA: LIST
- AWARD
- AWARD

Skills

Expertise

- Experienced in SFDC, CRM Analytics, and SAP
- Has mastery of MS Excel, Access, and Power BI
- Possess an excellent grasp of programming languages like Python, R, and SQL
- Displays strong organizational and leadership skills
- Highly meticulous and patient when it comes to training junior analyst

Licenses & Accreditations

Licenses Licenses & Accreditations

- Certified Analytics Professional
- SFDC Certified Administrator
- CompTIA Data Analytics Plus Certified