Melissa Smith

(123) 456-7891 | MelissaSmith@y.com | linkedin.com/in/MelissaSmithFake

Lover of data with 5 years of experience in the beauty industry. As a marketing specialist, I carried out in-depth research, evaluating and improving marketing metrics. I took raw data and pulled actionable insights that led to over $2 million in new revenue opportunities and generated $1 million in sales.

Key skills include:

SQL | MySQL Workbench | Tableau | Google Sheets/MS Excel | Dashboards | Statistics
Relational Databases | Database Normalization | Exploratory Data Analysis (EDA) | Data Analytics

EDUCATION & CERTIFICATIONS

Emory Tableau Data Analytics Certificate	2021
Bachelor of Arts in Fashion Merchandising	University of Delaware	2016

RELEVANT EXPERIENCE

Emory Tableau Data Analytics Certificate.   **April 2021**

- Cleaned, manipulated, visualized, and analyzed raw data using spreadsheet software (Google Sheets), SQL, and BI data visualization tool (Tableau)
- Built a Tableau Story with interactive dashboards and dashboard objects to report insights from comparative analysis completed in Tableau Desktop to technical and non-technical stakeholders.
- Conducted an exploratory data analysis (EDA) to provide key stakeholders with data based evidence
- Created DDL and DML SQL queries from formal and ad hoc data requests to draw insights and make data-driven recommendations

Marketing Data Analyst - Walker & Co., Atlanta, Georgia   **05/2021 - Present**

- Generated $1M in beauty department sales with the implementation of a new targeting model.
- Identified a $2.3M cross-sell opportunity that led to the investigation and implementation of a new app feature.
- Leveraged advanced MS Excel skills to provide analytics on routine product campaigns and their return on investment; performed quarterly reporting of the customer website using Google Analytics.

Marketing Assistant - Walker & Co., Atlanta, Georgia   **09/2016 – 05/2021**

- Managed marketing team such as scheduling, communication, and assigned activities as required.
- Generated daily, weekly, and monthly reports using Excel and Powerpoint to send out to the internal teams, which highlight sales, profit, monthly targets, and related data.

Carl Brown

(123) 456-7891 | CarlBrown@y.com | linkedin.com/in/CarlBrownFake

Sales Analyst | Business Analyst | Data Analyst

Technical Support • Google Sheets/Excel • Sales • Telecommunications • Hardware and Software Troubleshooting • PC Setup and Installation • Mobile Device Setup and Troubleshooting • Customer Service • Project Management • Data Visualization • SQL • MySQL Workbench • Data Cleaning • Tableau • Dashboards • Exploratory Data Analysis • Pivot Tables • Data Analytics

Certifications

NYU Tandon Tableau Data Analytics Certificate
2022
- Cleaned, manipulated, visualized, and analyzed raw data using spreadsheet software (Google Sheets), SQL (MySQL), and BI data visualization tool (Tableau).
- Conducted an exploratory data analysis (EDA) to provide key stakeholders with data-based evidence of user success characteristics to make the business case for additional funding.
- Created DDL and DML SQL queries from formal and ad hoc data requests to draw insights and make data-driven recommendations to support company growth.
- Built a Tableau Story with interactive dashboards and dashboard objects to report insights from comparative analysis completed in Tableau Desktop to technical and non-technical stakeholders.

Relevant Experience

Tech Support Specialist, T-Mobile, NYC   **April 2015 - Present**
- Provides Tier 1 technical support and consultations with clients on Wireless Solutions sales. Programs and configures devices for new customers. Supports technical issues for a variety of telecommunication devices and escalates tickets to advanced support as necessary. Trains customers on the proper technical use of smartphones, peripherals, and applications. Assists customers with account issues and billing inquiries. Track reports ensuring sales quotas.
- Consistently ranked in the Top 10 in performance for location and market.
- Improved customer retention through promptly and effectively solving technical issues for clients.
- Drove sales by creating new strategies and analyzing sales reports.

Office Manager - FirstService Energy, NYC   **December 2012 - March 2015**
- Leveraged advanced MS Excel skills to lower office expenses by 20%.
- Regularly assessed staff productivity and designed procedures to maximize efficiency.
- Created a database in MS Excel to track vendors, projects, expenses and recurring maintenance schedules.
- Generate monthly report using Excel and Powerpoint to send out to VP of Operations that highlights monthly expenses, team productivity, and budget future expenses.

Kenya Adams

(123) 456-7891 | Kenya.Adamas@y.com | linkedin.com/in/KenyaAdamsFake

Passionate about helping businesses grow and succeed using analytics. Strong communication and articulation skills. Excellent team player with a versatile experience in Business Analysis.

SQL | MySQL Workbench | Tableau | Google Sheets/MS Excel | Dashboards | Statistics
Relational Databases | Database Normalization | Exploratory Data Analysis (EDA) | Data Analytics

EDUCATION & CERTIFICATIONS

NYU Tandon Tableau Data Analytics Certificate   2021
Bachelor of Arts in International Affairs | University of Vermont   2018

RELEVANT EXPERIENCE

NYU Tandon Tableau Data Analytics Certificate 2022

- Cleaned, manipulated, visualized, and analyzed raw data using spreadsheet software (Google Sheets), SQL (MySQL), and BI data visualization tool (Tableau).
- Conducted an exploratory data analysis (EDA) to provide key stakeholders with data-based evidence of user success characteristics to make the business case for additional funding.
- Created DDL and DML SQL queries from formal and ad hoc data requests to draw insights and make data-driven recommendations to support company growth.
- Built a Tableau Story with interactive dashboards and dashboard objects to report insights from comparative analysis completed in Tableau Desktop to technical and non-technical stakeholders.

Research Analyst, Freedom House, Washington D.C.   **December 2018 - Present**

- Developed and managed a database in MS Excel to gather and streamline the information throughout the department.
- Analyzed, interpreted, and converted statistics into charts and graph reports to present findings on internet penetration rates, freedom of press scores, and internet freedom scores at local meetings.
- Reported findings to supervisor and funding agency by writing effective reports quarterly.
- Multi-tasked proficiently between two computer systems simultaneously in order to complete daily tasks as well as answer corporate communication.