



# Sophia Reynolds

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## SUMMARY

Detail-oriented Data Analyst with 5 years of expertise in talent acquisition analytics and business intelligence. Skilled in Power BI and DAX for creating dynamic reports that drive informed decision-making. Proven track record in collaboration with cross-functional teams to enhance recruitment metrics, optimize hiring efficiency, and implement predictive AI solutions for candidate screening. Adept at maintaining data integrity while developing complex measures tailored to meet evolving needs. Excited about opportunities to translate insights into actionable strategies that significantly improve recruitment processes.

## EXPERIENCE

### Data Analyst

June 2021 - Present

Data Insights Group

Remote

Led initiatives to develop and manage Power BI dashboards for tracking recruitment performance metrics. Fostered collaboration among HR teams to import predictive AI techniques for improved candidate assessments, thereby enhancing hiring times. Evaluated and refined existing data models and reporting structures for optimal usability and precision. Crafted intricate DAX measures to uplift reporting capabilities, aiding strategic analysis decisions.

- Developed comprehensive Power BI dashboards focused on recruitment metrics.
- Collaborated closely with HR teams for integrating predictive AI in candidate screenings.
- Enhanced user experience by refining and upgrading data models and reports.
- Authored complex DAX measures supporting advanced analytical functions and goals.

### Junior Data Analyst

January 2019 - May 2021

Tech Solutions Inc.

Chicago, IL

Contributed effectively in crafting data reports for the talent acquisition sector, concentrating on key metrics and diversity measures. Analyzed trends via Excel and Power BI to pinpoint improvement areas within recruitment processes, advising tactics recognized for their influence. Supported the evaluation efforts relating to source effectiveness, providing insights that shaped hiring strategies positively.

- Produced data reports targeting key performance and inclusivity indicators.
- Employed Excel and Power BI functionalities to assess quantitative trends impacting recruitment.
- Worked alongside HR departments in optimizing recruitment methodology through analysis.
- Supported initiatives aimed at improving data-supported recruitment strategies.

## LEADERSHIP & AWARDS

- Recipient of the Innovative Solutions Award for outstanding contributions to data analytics integration in 2022.
- Recognized as Employee of the Month at Tech Solutions Inc. for exemplary teamwork and insight sharing during major projects.

## EDUCATION

### Bachelor's Degree in Data Analytics

2018

University of Illinois at Chicago GPA: 3.8

Chicago, IL

**Coursework:** Statistics, Data Visualization, Machine Learning, Data Management

## CERTIFICATIONS

- Microsoft Certified: Data Analyst Associate 📅 2021
- Certified Business Analysis Professional (CBAP) 📅 2023

## TECHNICAL SKILLS

- **Data Management Tools:** SQL, Excel, Access
- **Data Visualization Tools:** Power BI, Tableau, Google Data Studio
- **Programming Languages:** Python, R
- **Statistical Analysis Software:** SPSS, SAS
- **Data Warehousing Technologies:** MongoDB, Hadoop, Redshift
- **Project Management Frameworks:** Agile, Scrum, Kanban

- **Collaboration Software:** Slack, Microsoft Teams, Zoom
- **Version Control Systems:** GitHub, Bitbucket
- **Data Cleaning Techniques:** Normalization, Transformation, ETL
- **AI & ML Tools:** TensorFlow, Keras, Scikit-learn

**SKILLS**

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- Power BI
- DAX
- Business Analysis
- Data Analysis
- Excel
- Predictive AI
- Recruitment Metrics
- Data Visualization
- Statistical Analysis
- Machine Learning
- SQL
- R Programming
- Tableau
- Data Governance
- ETL Processes
- Performance Tracking

**PROFESSIONAL AFFILIATIONS**

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- Active member of the Data Analytics Professionals Association, fostering a network of data-driven thinkers.
- Participant in analytics community meetups focusing on industry trends and insights.

**LANGUAGES**

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- English (Native)
- Spanish (Proficient)

**ADDITIONAL INFORMATION**

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**Work Status** : Authorized to work in United States. No sponsorship required.

**REFERENCES**

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AVAILABLE ON REQUEST