

# Sophia Martinez

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## SUMMARY

Data Science professional with over 5 years of experience specializing in analytics for credit risk and marketing optimization. Proficient in SQL, Python, and Tableau, focusing on data-driven decision-making and business problem-solving. Known for delivering actionable insights through effective reporting and dashboard development. Collaborates with cross-functional teams, aligning business strategies with data insights. Dedicated to continuous improvement and leveraging advanced analytics to enhance operational efficiency.

## EXPERIENCE

### Lead Data Analyst

June 2021 - Present

Data Solutions Group

Chicago, IL

Oversee analytical projects enhancing marketing strategies and risk assessment, demonstrating strong leadership skills. Direct machine learning algorithm development for improved customer segmentation and targeting while maintaining rigorous quality standards.

- Collaborate with senior management to execute analytical projects focused on optimizing marketing strategies and risk assessment.
- Develop and implement machine learning algorithms for customer segmentation, significantly improving targeting accuracy.
- Create and maintain comprehensive dashboards and reports in Tableau to track key performance metrics and inform executive decisions.
- Serve as a subject matter expert in statistical analysis, leading training sessions for junior analysts on best practices.
- Streamline reporting processes, reducing report generation time by 30% through automation techniques.

### Data Analyst

March 2019 - May 2021

Analytics Inc.

Chicago, IL

Implemented data solutions addressing client needs and optimizing performance. Cultivated skills by collaborating widely across departments for innovative problem resolution while collecting requirements effectively.

- Assisted in the development of optimization models to improve operational efficiency across various departments.
- Conducted in-depth analyses of marketing campaign performance, providing insights that contributed to a 15% increase in ROI.
- Collaborated with business units to gather requirements and deliver analytical solutions tailored to their needs.
- Presented findings to stakeholders succinctly, ensuring that strategic insights were both actionable and empathetic to user experiences.

## LEADERSHIP & AWARDS

- Recognition Award for Excellence in Data Innovations at Data Solutions Group in 2023.
- Employee of the Year at Analytics Inc. in 2020.

## EDUCATION

### Bachelor's Degree in Analytics

2018

University of Illinois at Chicago GPA: 3.8

Chicago, IL

**Coursework:** Data Analysis, Statistical Modeling, Machine Learning, Data Visualization

## CERTIFICATIONS

- Certified Data Scientist 📅 2021
- Tableau Desktop Specialist 📅 2022

## TECHNICAL SKILLS

- **SQL:** Database Management
- **Python:** Programming Language
- **Tableau:** Data Visualization Tool
- **Data Mining:** Techniques for Information Extraction
- **Visualization Techniques:** Graphical Representation Methodologies
- **Machine Learning Techniques:** Mathematical Models and Algorithms
- **Statistical Methods:** Quantitative Analysis Techniques
- **Data Integration Tools:** Systems for Combining Data Sources
- **Data Quality Assurance:** Ensuring Data Accuracy

- **Agile Methodologies:** Iterative Development Process

**SKILLS**

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- SQL
- Python
- Tableau
- Statistical Analysis
- Machine Learning
- Data Visualization
- Performance Metrics
- Cross-Functional Collaboration
- Risk Assessment
- Customer Segmentation
- Optimization
- Reporting
- Dashboard Development
- Predictive Modeling
- Data Integration
- Project Management

**PROFESSIONAL AFFILIATIONS**

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- Member of the American Statistical Association since 2019.
- Active participant in local data analytics meetups fostering collaborative learning.

**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