



Sophia Jennings

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SUMMARY

Data analyst with over 7 years of experience specializing in marketing analytics and brand performance measurement. A strong understanding of top-of-funnel metrics has informed various strategic initiatives that drive brand awareness. Proficient in BI tools like Tableau, leveraging data visualization to create insightful dashboards that express complex trends simply. Successfully collaborated with cross-functional teams to assess marketing campaigns' effectiveness through comprehensive analytical reports. Experience designing A/B tests has continuously enhanced channel performance. Committed to turning complex findings into actionable strategies to improve business outcomes.

EXPERIENCE

Senior Data Analyst June 2021 - Present
BrightPath Analytics Chicago, IL

Lead analysis for upper funnel marketing initiatives, drawing insights from complex datasets using BI tools. Collaborate closely with executive teams to enhance brand engagement through targeted reporting frameworks.

- Analyzed the success of brand awareness initiatives, revealing critical insights that shaped campaign strategies.
- Created detailed reporting frameworks leading to increased audience reach and deeper engagement.
- Executed A/B testing methodologies that optimized budgeting for marketing channels.
- Worked cross-departmentally ensuring all teams aligned with program goals, enhancing overall project efficiency.

Data Analyst March 2018 - May 2021
Data Insights Group Chicago, IL

Focused on analyzing customer engagement behavior, utilizing quantitative methods to inform marketing tactics and support upward information flow that guided future decisions.

- Examined large-scale datasets yielding strategic insights that contributed notably to improved campaign performance.
- Monitored the impact of executive outreach programs, refining future strategies based on tracked engagement metrics.
- Automated reporting processes to reduce analysis time, thereby increasing operational productivity.

LEADERSHIP & AWARDS

- Recognized as Employee of the Month for innovative approaches in data visualization and impactful storytelling.
- Awarded Best Analytical Report among peer analysts, celebrating valuable insights in brand performance metrics.

EDUCATION

Bachelor's Degree in Data Science 2016
University of Chicago GPA: 3.9 Chicago, IL

Coursework: Statistical Analysis, Machine Learning, Data Mining, Visualization Techniques

CERTIFICATIONS

- Certified Analytics Professional 📅 2020
- Tableau Desktop Specialist 📅 2021

TECHNICAL SKILLS

- **Business Intelligence Tools:** Tableau, Looker, Power BI
- **Statistical Software:** R, Python, SAS
- **Project Management Tools:** JIRA, Asana, Trello
- **Databases:** MySQL, PostgreSQL, MongoDB
- **Communication Tools:** Slack, Microsoft Teams, Zoom
- **Cloud Platforms:** AWS, Google Cloud, Azure
- **Data Processing Frameworks:** Django, Flask, Apache Spark
- **Version Control Systems:** Git, Subversion, Mercurial
- **Automation Tools:** Alteryx, Knime, Zapier

- **Machine Learning Libraries:** Scikit-learn, TensorFlow, Keras

SKILLS

- Data Analysis
- A/B Testing
- Marketing Analytics
- Tableau
- Looker
- Audience Segmentation
- Statistical Modeling
- Cross-Functional Collaboration
- Experiment Design
- Brand Metrics
- Quantitative Analysis
- Qualitative Analysis
- Dashboard Development
- Engagement Tracking
- Campaign Optimization

PROFESSIONAL AFFILIATIONS

- Member of the American Marketing Association, engaging in quarterly collaborations to discuss recent marketing trends.
- Active participant in Data Science Meetups, fostering discussions around analytics and technology advancements.

LANGUAGES

- English (Native)
- Spanish (Proficient)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST