

# 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
- Looker
- Experiment Design
- Dashboard Development

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

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## PROFESSIONAL AFFILIATIONS

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- 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.

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## LANGUAGES

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- English (Native)
- Spanish (Proficient)

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## ADDITIONAL INFORMATION

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

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## REFERENCES

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AVAILABLE ON REQUEST