



Sophia Jennings

Senior GTM Data Analyst

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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

BrightPath Analytics 📅 June 2021 - Present 📍 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

Data Insights Group 📅 March 2018 - May 2021 📍 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

University of Chicago 🎓 GPA: 3.9 📅 2016 📍 Chicago, IL

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

CERTIFICATIONS

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

STRENGTHS

- 🧠 **Analytical Thinking**
Crafting solutions from diverse data inputs is second nature. Often transform complex challenges into straightforward analytic paths that resonate with teams.
- ✍️ **Creativity in Reporting**
Developing visually appealing reports that tell a story happens regularly. Peers often seek guidance for clarity and creative flair in their own analyses.
- 👥 **Cross-Functional Cooperation**
Working with others invites fresh perspectives, ultimately boosting results or articulating a vision beyond pure numbers.
- 💬 **Effective Communication**
Bridging the gap between analytics and softer skills fosters better relationships with stakeholders, illuminating insights through storytelling.
- ✅ **Detail-Oriented Approach**
Checking every output meticulously resonates with personal pride, allowing positive reputation building across roles. It yields trusted reports in assessments.

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](#)

LANGUAGES

English Native

Spanish Proficient

MY CAREER



● Senior Data Analyst at BrightPath Analytics (4.9 Years)

● Data Analyst at Data Insights Group (3.2 Years)

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

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.

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST