

D. DANYELLE THOMAS

WHERE VISUAL DESIGN & DATA ANALYSIS MEET

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PROFILE A self-starting Junior Data Analyst who knows how to make data speak through analysis and creative graphic representation of quantitative data. A maven of interview protocols with a keen eye for detail. Quick learner who is fluent in Excel analysis functions, SPSS, with intermediate SQL query and visual basic (VBA) experience.

SUMMARY OF SKILLS

DATA ANALYSIS/TECHNICAL PROFICIENCY

- Manipulation, cleaning, and processing of data using Excel, SPSS, and SQL queries.
- Analysis of quantitative data for storytelling and development of actionable insights, resulting in over \$1 million in revenue.
- Developed data analytical databases from complex source data while providing data entry, auditing, and monitoring.
- Uses SQL queries and SPSS to extract, transform, and load source data from reporting systems.
- Prepared routine and ad hoc reports and data visualizations using data analysis to extract actionable recommendations to present to stakeholders.
- Well-versed in Macintosh (Mac) and Windows operating systems.

LEADERSHIP/COMMUNICATION

- Facilitated 15 webinars and in-person presentations, training sessions, and events to educate clients and customers on agency reporting technology, increasing submission accuracy by 50%.
- Consulted with Fortune 100 Technology & Telecom clients throughout entire research process to provide the most optimal market research outcomes
- Responsible for liaising with both end-users and IT (Information Technology) team during the development and implementation of new technology.
- Responsible for supervising intern assignments and mentorship each semester.
- Developed and distributed newsletter and email campaigns to keep 1,000 community partners and clients connected to the agency.

VISUAL DESIGN

- Designed infographics utilizing extracted data analysis from source data in order to educate community partners on major policy issues, including Domestic Violence and Sexual Assault.
- Designed print and digital collateral, including ad banners and magazine ads, for major record label.
- Visualizes data analysis findings via customized PowerPoint slide deck presentations, annual/quarterly reports, and other print and digital collateral.

- Contributed to the marketing campaign of music artist Solange Knowles with a Flash ad featured on the official artist website.
- Produced print ad campaign for Advocates for Youth & New Morning Foundation
- Develops Internet marketing campaigns including social media digital design analysis of Facebook Analytics to encourage growth of social media presence for non-profits and small businesses.
- Uses HTML/CSS to build and maintain web sites and have the ability to read jQuery, PHP, and JavaScript.
- Well-versed in Adobe Creative Suite (Photoshop, InDesign)

WORK EXPERIENCE

Analyst, SKIM Analytical (Atlanta, GA) – September 2015 to November 2015

Operations Analyst, Criminal Justice Coordinating Council (Atlanta, GA) – August 2013 to September 2015

Graduate Research Assistant, Georgia State University (Atlanta, GA) – December 2009 to July 2013

Owner & Graphic Designer, Urbanizd Skillz Design Suite (Atlanta, GA) – January 2003 to Present

EDUCATION

Master of Public Policy, Georgia State University (Atlanta, GA) – May 2013

Bachelor of Arts, Georgia State University (Atlanta, GA) – August 2011

PROFESSIONAL DEVELOPMENT

Communications in Business, Emory University (Atlanta, GA) – December 2013