

Chrissy Hernandez

Junior Data Analyst | SQL, Tableau, Power BI, Python

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Professional Summary

Multidisciplinary professional with 10+ years in hospitality and content creation. Recently completed a Data Analytics Bootcamp with hands-on training in SQL, Python, Tableau, and Power BI. Skilled in KPI analysis, forecasting, and dashboarding. Adept at translating business problems into data-driven solutions. Creative storyteller with strong social media analytics experience.

Technical Skills

Languages/Tools: Python (pandas, NumPy, matplotlib, seaborn), SQL (joins, CTEs), Excel (PivotTables, VLOOKUP, dashboards)

BI: Tableau, Power BI

Analytics: Data wrangling, forecasting, A/B testing, regression, segmentation

Marketing/Business: CRM data, social media analytics, customer insights, upselling, operational efficiency

Creative: Adobe Suite (Photoshop, Illustrator, Premiere, After Effects), FL Studio, photography, content creation

Education

General Assembly – Data Analytics Certificate (2024–2025)

Projects:

Music Data Analytics – SQL + Python analysis of top U.S. artists, built visual dashboards and predictive models.

Tableau COVID Tracker – Dynamic U.S. dashboard with filters and time-based visualizations.

Power BI: Nutrition Dashboard – Visualized USDA meal plan distribution by region and demographic.

SQL Product Ranking System – Advanced queries using JOINS, CTEs, and window functions.

Berkeley College – B.F.A. in Graphic Design (2019–2022)

Focus: Typography, Branding, Adobe Creative Suite, Motion Graphics

Professional Experience

Crew Leader / Shift Supervisor – Various High-Volume Venues (2018–2024)

- Reduced inventory waste by 15% and weekly ordering costs by 10% using Excel analysis.
- Boosted drink sales by 25% via seasonal cocktail menus based on trend analysis.
- Improved foot traffic by 15% and engagement by 40% through targeted social content.
- Led 6–10 staff per shift, reduced turnover time by 20%, and maintained 99.9% financial accuracy.

Multimedia Marketer (2019–Present)

Freelance marketing-focused creator and strategist working across platforms.

- Grew reach by 50% and engagement by 35% using cross-platform analytics.
- Engineered 60+ beats and vocal tracks using DAWs (FL Studio, Logic Pro) for branding and content, increasing listenership by 40%..
- Designed 100+ pieces of digital cover art and branded graphics using Illustrator and Canva, boosting campaign performance by 20%.