

# KELLY ADAMS

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## PROFESSIONAL SUMMARY

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Data Analyst with over **2** years of experience in solving complex problems through effective analysis and communication. Skilled in leveraging SQL for analysis and presenting data in user-friendly dashboards using Tableau and Excel. In my current role, I use data analytics to help the Product & Marketing Teams to understand player behavior and trends.

## WORK EXPERIENCE

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### Golden Hearts Games

Remote

Data Analyst

July 2023 – Present

- Build KPI dashboards and reports in **Google Looker Studio** and save executives **5+ hours** every week.
- Prepare standardized reporting using **Google Data Studio, Big Query**, databases, & **Excel**.
- Develop and maintain ad-hoc query requests from multiple stakeholders.

### Subset

Remote

Content Marketing (Part-time)

Apr 2023 – Present

- Work directly with manager to revise marketing content to align with the company's core message, resulting in a **10%** increase in website traffic and more users.
- Analyze data and KPIs on a weekly basis in **Excel** to inform post topics and styles and develop a social media strategy which has increased followers by **50%** and post views by **30%** in **less than 90 days**.
- Analyzed data from 500+ monthly active users and used it to guide marketing strategies.

### Robert M. Sader, Ltd.

Reno, NV

Real Estate Paralegal

Aug 2019 – Sep 2022

- Worked with client stakeholders to automate their processes in **Excel**, saving a company > **5 hours**.
- Presented legal analysis and research using **PowerPoint** to attorney which helped him decide the best legal strategy and closed corporate real estate transactions faster by **15%**.
- Reconciled, monitored, and tracked business accounts monthly using **QuickBooks**.

## SKILLS

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|----------------------------|--------------------|--|
| • SQL (SQLite, PostgreSQL) | • Google Analytics | • Tableau                                |
| • Google Looker Studio     | • Google Big Query | • Microsoft Excel (Pivot Tables, Macros) |

## WORK SAMPLES

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### LinkedIn Metrics Dashboard

[View Project](#)

- Built a **Tableau** dashboard to showcase key LinkedIn creator KPIs (followers, views, engagements) to inform my content strategy and improve post engagement, increased post views by **70%**.
- Improved my LinkedIn following by **150%** over the past **6 months** with my dashboard identifying how to drive better content engagement.

### Weightlifting Data Dashboard

[View Project](#)

- Cleaned and prepped personal weightlifting data using **PostgreSQL** to improve on specific lifts.
- Created an interactive **Tableau** dashboard showing KPIs for barbell lifts and .
- Increased strength and hit personal records on the barbell squat, deadlift, and bench press.

## EDUCATION

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BA in Secondary Education in Mathematics

University of Nevada, Reno | Reno, NV