

KELLY ADAMS

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WORK EXPERIENCE

Golden Hearts Games

Remote

Data Analyst

July 2023 – Present

- Build KPI dashboards in **Google Looker**, reports & corresponding user documentation.
- Prepare standardized reporting using **Google BigQuery**, databases, & spreadsheets.
- Develop and maintain ad-hoc query requests from multiple stakeholders.
- Maintain SQL documentation using **Git** and Google **Dataform** and report documentation using **Confluence**.

Luke Barousse's Youtube Channel

Remote

Digital Content Producer (Part-time)

Dec 2023 – Present

- Lead content ideation and strategy for a YouTube channel focusing on data science and AI.
- Collaborated in projects using analytics tools like SQL and Python, enhancing content quality and viewer engagement.
- Managed LinkedIn posts and newsletter editions, ensuring consistent, high-quality content delivery.

SKILLS

- | | | |
|---------------------------|-------------------|-------------------|
| • SQL (PostgreSQL, MySQL) | • Git | • Python |
| • Google Looker Studio | • Google BigQuery | • Microsoft Excel |

WORK SAMPLES

Blog

[View Blog](#)

- Expanded monthly blog views from 900 to 3,000 in 2023 by delivering engaging content on data analytics and tools like SQL, Python, and Tableau.
- Enhanced user engagement and understanding of data analytics through real-life experiences, with an 200% increase in viewership year-over-year.
- Established a community of aspiring data analysts by sharing personal learning experiences and professional tips, leading to a 233% increase in monthly blog traffic within a year.

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%** in 3 months.
- Increased 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 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 within 3 months of this analysis.

EDUCATION

BA in Secondary Education in Mathematics

University of Nevada, Reno | Reno, NV