

Cristina Lara

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SUMMARY

Experienced Data Analyst with a background spanning operations, marketing, sales, and education. Proficient in SQL, Tableau, and Excel, turning complex data into clear, actionable insights. Proven proficiency in root cause analysis to enhance the efficiency and reliability of data. Committed to delivering high-quality results in dynamic, fast-paced environments. Recognized for effective collaboration with cross-functional teams and the ability to translate technical information into user-friendly formats. Embraces challenges in fast-paced environments with an adaptable, initiative-driven approach.

SKILLS

Data Analysis, Insightful Data Visualization, SQL (Redshift/Postgres), Tableau, Excel, Root Cause Analysis, Descriptive Statistics, Agile Project Management, Jira Utilization, Problem-Solving, Clear Communication, Effective Collaboration, Proactive Initiative, Swift Adaptability, Detail-orientation, Cross-functional Team Leadership, Stakeholder Management, Data Confidentiality, Relationship Building, Multitasking, Deadline Adherence

EXPERIENCE

Associate Business Intelligence Analyst | General Assembly | Remote | May 2022 – Present

- Led critical improvements in data management and visualization using SQL and Tableau, optimizing data-driven decision-making and streamlining reporting processes.
- Conducted root cause analysis on Tableau workbooks to troubleshoot and resolve issues relating to data source connections, calculations, visualization types, and performance, significantly improving workbook reliability and efficiency.
- Developed comprehensive dashboards tracking key metrics across 10-15 cities/states, aiding in strategic marketing and sales initiatives.
- Applied descriptive statistics and forecasting methods in analysis to increase business efficiency and operational effectiveness.
- Collaborated cross-functionally to resolve data redundancies, improving data quality in over 100+ workbooks and preventing future user confusion.

Data Analyst | General Assembly x US Census Bureau | Remote | May 2022 – Sep 2022

- Played a pivotal role in 'The Opportunity Project,' a prestigious initiative led by the US Census Bureau, The White House OSTP, and the US Department of Commerce, in collaboration with a multidisciplinary team of 15+ professionals, including Software Engineers, UX/UI Designers, UX Researchers, and Data Scientists.
- Leveraged federal data to co-develop an application to facilitate access to Bipartisan Infrastructure Law grants for underserved communities (state, local, tribal, and territorial governments) seeking competitive Federal grant funding.

Educator | NYC Department of Education | New York | July 2015–September 2021

- Administered and analyzed diagnostic data to implement dynamic educational initiatives tailored to student's needs & learning styles.
- Accelerated the reading levels of assigned special education students by 8% per trimester via needs assessment data and informed action plans.

- Incorporated cutting-edge digital tools into the curricula and coached senior educators in distance learning best practices with a 90% implementation rate to ensure uninterrupted academic terms during the pandemic.
- Converted complex technical information into accessible terms during dynamic lessons that immersed learners in the forensic science discipline.
- Acted as a subject matter expert in special education policies and legal frameworks to guarantee 100% compliance with the Individuals with Disabilities Education Act.

Admissions Coordinator | Bronx Educational Opportunity Center | New York | February 2012–June 2013

- Enabled adult learners from under-resourced communities to navigate application processes and access postgraduate education opportunities.
- Called 20+ students daily to interview them and assess their academic interests, skills, and professional ambitions to customize educational packages to their precise needs.
- Wielded Banner to track students' applications and data through the pipeline from contact to submission and enrollment.
- Overhauled the registration process to streamline admissions procedures and reduced applicant wait times by 38%.

EDUCATION AND PROFESSIONAL DEVELOPMENT:

Education:

M. A. in Education | Relay Graduate School of Education | New York

B. A. in Forensic Psychology | John Jay College for Criminal Justice | New York

Professional Development:

Data Analytics Immersive Bootcamp | General Assembly

Tableau Desktop Specialist Certification

PSM I - Scrum Master

Certified Associate In Project Management (CAPM)