

# Nicole Stackmann

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## SKILLS AND CERTIFICATIONS

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**Language:** Bilingual in Spanish and English (professional fluency)

**Technical:** SQL; R studio; Power BI; Tableau; Excel Functions; Google Suite; Adobe Suite, HTML and CSS coding

**Certifications:** Harvard Business School Online certificate in Business Analytics, Data Analytics Certification by General Assembly, SQL certification by University of Michigan, Data Science certification by Data Camp, Tableau Certification

## WORK EXPERIENCE

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### Transpecos Banks, SSB

San Antonio, TX

Data Analyst

August 2020-Present

- Designed and built Power BI executive and operational dashboards and provide training to the audience to use and gain insights.
- Collaborated with CFO to create monthly board reports on the bank's financial metrics to determine present and future performance to aid in strategic decision making. Monthly board reports are conducted in a quick turnaround time.
- Cleaned and prepared data using SQL queries to use for Excel, Power BI, and Tableau reporting.
- Proposed and developed a new wire request method for clients with the use of online forms, which reduces processing time for the wire team.
- Designed and implemented a new automatic non-post items process that decreased the turnaround time by 45%.

### OrangeTheory Fitness San Antonio

San Antonio, TX

Data Analyst

January 2020-May 2020

- Conducted exploratory data analysis in R and SQL, from a database of 7,000+ clients, through data integration, outlier analysis, missing value treatment, and correlation.
- Discovered the relationship between the purchasing power of clients and the location they live in based on government census information and OTF databases, finding that certain zip code areas are more likely to acquire more expensive memberships.
- Made recommendations of five potential studio locations in San Antonio based on their customer information with reports and visualizations created in Tableau.

### Trinity University Admissions Office

San Antonio, TX

Machine Learning Analyst

January 2020-May 2020

- Developed a machine learning model in R that predicted the likelihood of a student enrolling at Trinity University to make campus-recruiting suggestions.
- Performed *clustering* in student database with 6,000 observations and 18 variables, to assist university administrators in enrollment management.
- Made recommendations of *clustering* students based on GPA, academic index, and standardized test scores to make admissions decisions.

### New Braunfels Food Bank

New Braunfels, TX

Student Business Analyst

August 2019-November 2019

- Participated in root cause analysis and collaborated with management to collect and analyze metrics to improve process quality and reduce errors.
- Provided recommendation for operational efficiencies and process improvement which would reduce the waste of goods and higher production of package boxes.

### Clear Channel Outdoor

New York City, NY

Campaign Strategy Intern

May 2019-August 2019

- Collected and cleansed advertising datasets of 6,000+ billboards that belonged to the company. Performed analysis in SQL and made recommendations on strategic inventory selection for client proposals.
- Maintained knowledge management sources clean and up to date with SQL to support business decisions, helping save strategists 20 minutes per proposal.
- Improved user experience by enhancing LMS user interface through Cornerstone by designing interfaces made with HTML and CSS.

## EDUCATION

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### Trinity University

San Antonio, TX

Bachelor of Science- Business Analytics and Technology, Minor- New Media

May 2020

- Relevant Coursework: Business Analytics, Machine Learning, Programming, Video Game Design, Website Design
- Gamma Chi Delta Diversity Chair, American Marketing Association