

# DANI CHEN

WEBSITE: [dani.fyi](http://dani.fyi)  
LINKEDIN.com/in/danichen  
LOCATION: New York

Native New Yorker with 9 years of experience in the healthcare sector, BBA in Marketing Analytics, and COOP Apprenticeship. Data-driven professional demonstrating exceptional leadership and project management abilities. Skilled in data wrangling, data visualizations, and resolving data quality. Experienced with interfacing with C-Suite and managing effective cross-functional teams.

## EDUCATION

### *COOP Careers* – Data Analytics Apprenticeship

- ❖ **COURSES:** 200+ program hours in Head, Heart, Hustle sessions, networking and workshops with industry professionals
- ❖ **PROJECT:** Manipulated restaurant dataset using SQL and Excel, built Tableau visualizations, and presented insights and recommendations
- ❖ **PROJECT:** Client project utilizing data analytics tools to transform raw datasets and yield results impactful to the client's goals

### *Zicklin School of Business* – Bachelor of Business Administration in Marketing Analytics

- ❖ **COURSES:** Programming for Data Analytics, Marketing Analytics with Big Data, Consumer Behavior, Web Analytics and Web Intelligence, Market Research, Internet Marketing, Digital Marketing, Finance, Accounting, Law, Economics, Business Policy, CIS, Statistics
- ❖ **PROJECT:** Analyzed NYC taxicab dataset using Python pandas DataFrame, create Matplotlib visualizations, and filter with Boolean indexing
- ❖ **PROJECT:** Calculated RFM analysis, conjoint analysis, regression analysis, cluster analysis, and sales predictions to compose market strategy
- ❖ **PROJECT:** Boosted IG account by incorporating short and long-tail hashtags, alt text, Stories, carousels, and content planning/scheduling
- ❖ **PROJECT:** Designed websites optimized for SEO and used insights from Google Analytics to improve conversion funnel and increase CVR

### *Stuyvesant High School* – NYS Advanced Regents Diploma

## WORK EXPERIENCE

### *Sun River Health* – Data Analyst

New York, NY

- ❖ Prepare datasets from EHR and Cognos, analyze data, and build data visualizations to present findings clearly and concisely 12/19 – Present
- ❖ Identify actionable insights in data to advise decisions, track progress of initiatives and generate leads for opportunities
- ❖ Manage quality improvement projects by implementing workflow process mapping and data collection/data cleaning procedures
- ❖ Conduct company-wide training sessions and workshops on evidence-based workplace communication strategies
- ❖ Organize triple-track virtual conferences with hundreds of attendees on Zoom to facilitate sharing knowledge of best practices
- ❖ Participate in 18-month CQII Collab to implement interventions to assist HIV providers in improving Viral Load Suppression outcomes
- ❖ Led LEAN Six Sigma team to develop Health Home system for 2000 employee company and presentation to SLT and stakeholders

### *Brightpoint Health* – Business Operations Coordinator

New York, NY

- ❖ Spearheaded culturally sensitive outreach initiatives for HIV+, HCV, PrEP, and STI testing programs to increase enrollment 06/18 – 12/19
- ❖ Owned marketing project from social media content creation and distribution for campaigns to target LGBTQ and at-risk youth
- ❖ Launched brand awareness marketing initiatives on Instagram, Stories, and Facebook Pages to gain preference with target audience
- ❖ Guided staff in utilizing Hootsuite and Later to track activity with audience demographics and gain post views, reach, and engagement
- ❖ Directed FDC Food Harvest Program operations including linkages with Chipotle and Chick-fil-A to reduce food waste

### *Brightpoint Health* – Grants Coordinator

New York, NY

- ❖ Automated dashboards to streamline tracking funder deliverables and measuring KPI progress for reporting 05/16 – 06/18
- ❖ Oversaw execution of 20+ programs including implementation, monitoring, resource allocation, operations, and evaluation
- ❖ Regulated compliance of \$30 million in grant funds by conducting fiscal planning, variance review, and budget mods to spend down
- ❖ Established operational and audit processes and assessed prospective funding sources for scope and compiled grant applications
- ❖ Mentored AmeriCorps and HCC interns and conducted monthly staff trainings on databases and documentation procedures

### *HELP/PSI, Inc.* – Business Development Associate

New York, NY

- ❖ Increased client retention and program enrollment rates by 5% through revising cold call scripts and service dispatch routes 05/14 – 05/16
- ❖ Collaborated with Communications and Purchasing on creation and distribution of signage, literature, and branded materials
- ❖ Created tools cross-referencing target locations and new client streams by leveraging features from Google Maps and Salesforce
- ❖ Initiated and spearheaded company-wide policy changes including integration of Uber services ahead of Uber for Business rollout

## DATA SKILLS

Python (Pandas, NumPy, Matplotlib, Jupyter Notebook), SQL (MySQL, BigQuery), Tableau (dashboards, visualizations), Excel (Pivot Tables, VLOOKUP, INDEX MATCH, Charts, etc), Power BI, Spotfire Visualizations, IBM Cognos Analytics

## MARKETING SKILLS

Qualtrics, SurveyMonkey, Canva, Later, Hootsuite, Instagram Analytics, Facebook for Business, Google Analytics

## CERTIFICATIONS

Google Data Analyst CC, IBM Data Analyst CC, AIRS System Administration, CQII Quality Lab, LEAN Six Sigma

## LEADERSHIP

Alpha Phi Omega National Service Fraternity | Women In Business | GrowNYC | American Red Cross | AKPsi