

# KATIE KELLERT RAVENWOOD

DATA ANALYST

## CONTACT

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## PROFILE

Data Analyst with training and expertise in collecting, analyzing, visualizing, and drawing insights from complex sets of data to help solve organizational problems and challenges via engaging communication and innovative presentation.

## EDUCATION

ENTITY ACADEMY / WOZ U. 2022

### Data Science Certificate

ARIZONA STATE UNIVERSITY 2000

### BM, Music Performance

## SKILLS

- Statistical Analysis & Visualization
  - Microsoft Excel
  - Python
  - SQL
  - R
  - Google Analytics
  - Tableau
- Front-end Development
  - HTML
  - CSS
  - JavaScript, PHP
- Agile Development
- Version Control
  - Git
- Graphic Design
  - Adobe CS
  - Microsoft Office

## EXPERIENCE

### Lazy Chapel Studio

#### Data Analyst

2021 – PRESENT

- Engineered and executed ETL and ELT pipelines using Python and SQL to facilitate user engagement analysis using Python, R and Tableau
- Created multi-format interactive dashboards using Google Analytics and Tableau analyzing social media marketing and sales data
- Utilized Random Forest and KNN classification algorithms to create recommendation systems and analyze user engagement trends

#### Front-end Developer & Graphic Designer

2000–PRESENT

- Designed and developed client websites for performing arts organizations, artists, and educational clients
- Analyzed marketing campaigns and website design using A/B testing and Google analytics, leading to a 200% quarterly increase in site traffic
- Developed and deployed of marketing campaigns and promotional materials including branding, social media, video and audio production, print and direct mail marketing, resulting in a 300% yearly increase in client sales and bookings

### Ladybird Blues Studio

#### Director & Instructor

1996–PRESENT

- Designed curricula for individual and classroom learning in both group and individual extracurricular settings selected for deployment in both public and private school programs
- Developed and deployed marketing campaigns and promotional materials including branding, websites, social media, print and direct mail marketing, and event planning and coordination

### Great Noise Ensemble

#### Managing Director

2003–2019

- Managed executive & grant writing teams, artistic leads, and HR staff
- Coordinated non-profit financial processes and grant management
- Managed financial and administrative reporting of copyright and royalty reconciliations
- Managed talent acquisition and contract negotiation for more than 100 productions at local and internationally recognized venues
- Planned and coordinated organizational events for clients and donors