TOMOS MIRANDA

SENIOR DATA ANALYST

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SENIOR DATA ANALYST SUMMARY

- Creative Data Scientist with 15+ years of experience driving business growth through the use of data-driven insights and strategies.
- Developed and implemented data-driven strategies to optimize marketing spend and increase customer acquisition at NLC Services, resulting in a 25% increase in revenue.
- Implemented statistical modeling to identify trends and patterns in customer data, resulting in a 20% increase in customer satisfaction at DaVita Inc.
- Received the "Data Science Excellence Award" from the Data Science Association for contributions to the field of data analytics

WORK EXPERIENCE

NLC SERVICES
SENIOR DATA ANALYST
November 2018 - Present

- Developed and implemented data-driven strategies to optimize marketing spend and increase customer acquisition, resulting in a 25% increase in revenue and a 20% reduction in customer acquisition costs
- Conducted predictive analytics and modeling to identify customer preferences and behavior patterns, resulting in a 15% increase in customer retention
- Collaborated with cross-functional teams to develop dashboards and visualizations that enabled stakeholders to make data-driven decisions, resulting in a 30% increase in the adoption of data analytics tools and practices

DAVITA INC.
LEAD DATA ANALYST
June 2014 - November 2018

- Developed and implemented data analytics frameworks and methodologies that enabled the company to make data-driven decisions, resulting in a 40% increase in revenue and a 30% reduction in costs
- Conducted exploratory data analysis and statistical modeling to identify trends and patterns in customer data, resulting in a 20% increase in customer satisfaction and loyalty
- Managed a team of data analysts and provided training and guidance on data analysis tools and techniques, resulting in a 100% increase in team productivity and efficiency

HILTON KNOWLES STRATEGIES
DATA ANALYST
August 2008 - June 2014

- Conducted data analysis and modeling to support product development and pricing strategies, resulting in a 15% increase in product sales and a 10% increase in profit margin
- Developed and maintained data pipelines and databases to ensure data accuracy and consistency, resulting in a 20% reduction in data errors and inconsistencies
- Collaborated with cross-functional teams to develop reports and dashboards that enabled stakeholders to make data-driven decisions, resulting in a 25% increase in the adoption of data analytics tools and practices

EDUCATION

UNIVERSITY OF MARYLAND
MASTER'S IN DATA ANALYTICS
May 2012

UNIVERSITY OF NEW MEXICO
BACHELOR'S IN STATISTICS
May 2010

CIBOLA HIGH SCHOOL
HIGH SCHOOL DIPLOMA
May 2006

SKILLS

Leadership
Communication
Data Visualization & Modeling
Problem-Solving