

# STEPHANIE SPINELLA

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## SUMMARY OF QUALIFICATIONS

Masters of Science in Analytics with expected graduation in May 2013. Driver of successful results with excellent organizational skills, attention to detail, and a passion for learning. Thorough knowledge of business intelligence, data visualization, and dashboard design. Skilled in programming, database management, and predictive analytics with complex data sets. Experienced in assessing user requirements for data-driven decision-making.

## ANALYTICS PROJECTS

### **Predicting Supply Chain for Disaster Demand**, Tiger Analytics for Associated Grocers (AG)

By analyzing past inventory data and historical hurricane data, our group will derive the optimal quantity and basket mix of disaster items to be delivered by AG, a wholesale food distributor, to independent grocers to keep up with the demand before, during, and after a hurricane.

### **Search Engine Marketing ROI**, D.A.T.A. Miners for Shopperschoice.com

An analysis of revenues, quality scores, costs, and clicks, our group utilized Google AdWords and other analytical software to create several search criteria that simulated how online retailer Shopperschoice.com could save over \$700,000 in advertising.

## EXPERIENCE

### **President** – Association of IT Professionals at LSU (Baton Rouge, LA)

April 2011 – May 2012

- Led weekly meetings and coordinated special events, presentations, and discussions with leaders from local business and organizations, as well as several Fortune 500 companies.
- Developed marketing initiatives that drove membership growth up by more than 20%

### **Stewardship Student Intern** – LSU Foundation (Baton Rouge, LA)

Sept. 2010 – Sept. 2012

- Responsible for website updates, departmental branding, data management of over 200,000 alumni records, and developed training materials for the IT Department
- Aided the LSU Foundation Director of Special Events in organizing and executing major events for LSU Alumni and friends, with attendees reaching over 500 guests

### **Webmaster/Points Chair** – Kappa Delta Sorority (Baton Rouge, LA)

Dec. 2010 – May 2012

- Managed the chapter website and other social media sites to publicize updates concerning philanthropic and chapter events
- Maintained data set for 200 members of attended meetings, Greek events, and other various activities to determine member eligibility for attendance to social functions

## EDUCATION

### **Master of Science in Analytics**

Louisiana State University, Baton Rouge, LA

**Expected May 2013**

### **B.S. Information Systems & Decision Sciences**

Louisiana State University, Baton Rouge, LA, GPA: 3.8/4.0 (Magna Cum Laude)

**May 2012**

## SKILLS

- **Analytics Software:** Proficient in SAS modules – Base 9.3, Enterprise Miner, Enterprise Guide, JMP Pro
- **Business Intelligence:** Tableau, Visual Studio, Business Intelligence Development Studio
- **Database:** SQL Coding, Microsoft Access, 2008 SQL Server R2
- **Programming Languages:** SAS Base, Visual Basic, HTML, CSS ( Dreamweaver)
- **Execution:** Detailed-oriented approach produces consistent delivery within fixed time frames
- **Design:** Innovative approach to data visualization and dashboard customization to simplify answers to complex business problems
- **Organization:** Productive time management and adamant problem solving skills
- **Presentation:** Comfortable presenting to and winning support from management, professors, peers, and public