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 Fort Collins, Colorado

# RACHAEL HERMAN

Data, Systems & Business Analysis

## EDUCATION

**COLORADO STATE UNIVERSITY** Jun 2021 – Oct 2022  
*Bachelor of Science* Aurora, CO

Major in Management Information Systems and Business Analytics  
**Relevant Coursework:** Financial & Managerial Accounting; Programming; Information Systems; Web Analytics; Statistics in Business Analytics; Database Concepts; Data Mining; Data Science Foundations

**FRONT RANGE COMMUNITY COLLEGE** Jan 2020 – May 2021  
*Associates in General Studies with Business Specialization* Fort Collins, CO

## WORK & EXPERIENCE

**YOUR IMPRINT/CONTRACTOR** Jan 2008 – Present  
*Marketing & Systems Analyst* Fort Collins, CO

- Customized analytics reports and dashboards in Power BI, Tableau, and Google Data Studio to visualize core KPIs, saving time in manual reporting work
- Compiled business requirements for development projects and performed user and systems testing with validation, resulting in project success and revenue increases for multiple small businesses
- Aggregated unstructured and structured data to identify and promote best-selling products and services; led to hundreds of thousands in new revenue for multiple small companies
- Collected data on top user devices to redesign websites and maximize conversions; led to more than 30% increase in sales for a retail client and higher profitability in multiple small businesses

**MULTIPLE COMPANIES/CONTRACTOR** Jan 2006 – Jul 2015  
*Remote Medical Transcriptionist & Records Specialist* Florida & Colorado

- Transcribed medical and legal dictations, edit voice recognition files, and work independently; required to understand and translate confidential information
- Oversee day-to-day operations of large accounts and provide transcription analytics to managers and clients, leading to improved productivity on a remote team of 75.

## RECENT PROJECTS

### PATIENT SATISFACTION ANALYSIS & RECOMMENDATIONS FOR HCA HEALTHCARE

- Aggregated CMS files of national patient satisfaction survey data over five years for statistical analysis in RStudio; determined lowest rated topics for HCA Healthcare to internally survey and compare with national data.
- Developed an interactive dashboard of national data in Microsoft Power BI and presented analysis over video via Zoom using PowerPoint.

### SQL DATABASE CREATION & QUERIES

- Designed a video store relational database using PostgreSQL by identifying business requirements, creating ERD, and utilizing DDL, DML, and DCL commands
- Tested business requirements using DQL and DML commands

### TELECOMMUNICATIONS CHURN ANALYSIS & INCOME PREDICTION

- Utilized telecommunications customer data set for statistical analysis using SAS to investigate churn rates and help predict rates by income
- Determined that higher education levels, increasing age, higher income levels, and longer stay at residence resulted in lesser likelihood of churn rates; allows company to perform specialized marketing for higher churn-rate customers.

## SKILLS



## SPECIALIZATIONS

SAS Academic Specialization in Statistics and Data Mining for Business Intelligence

## ADDITIONAL

### TECHNICAL SKILLS:

SQL, MySQL, SAS, R, Python, Excel analysis (VLOOKUP, HLOOKUP, PivotTables, logical formulas), SAP ERP modules, Access, PostgreSQL, Google Analytics, Google Data Studio, Power BI, Tableau, CRM software, PHP, JavaScript, HTML/CSS, WordPress

### TRAINING:

Multiple LinkedIn Learning Data and Programming Certifications

### HONORS:

Sigma Beta Delta; Phi Theta Kappa