

PROFESSIONAL SUMMARY

Passionate and data-driven analyst currently pursuing a Master of the Environment at CU Boulder with a specialization in Renewable & Sustainable Energy. Skilled in data visualization, strategic reporting, and cross-functional collaboration. Experienced in defining KPIs, managing client analytics, and building dashboards—eager to apply these skills to support clean energy adoption and project development.

EDUCATION

University of Colorado Boulder – Master of the Environment (MENV)

Boulder, CO | Aug 2025 – May 2027

Specialization: Renewable & Sustainable Energy

University of Notre Dame – Bachelor of Business Administration, Marketing

Notre Dame, IN | Aug 2018 – May 2022

Sustainability Minor

EXPERIENCE

Razorfish – Senior Data Science & Analytics Analyst

Denver, CO | Feb 2024 – Present

- Built and maintained dashboards in Domo to unify web, marketing, and CRM data for strategic decision-making
- Presented data-backed recommendations to clients to determine campaign optimizations
- Defined KPIs and established a standardized reporting process across marketing platforms, improving cross-channel accuracy

Edelman Data & Intelligence – Analyst

Chicago, IL | Sep 2023 – Feb 2024

- Managed data pipelines and performed campaign analytics across multiple client accounts
- Authored and presented monthly performance insights and strategy reports to executive stakeholders
- Analyzed website data using GA4 and Adobe Analytics to inform engagement strategies across several clients

Edelman Data & Intelligence – Junior Associate

Chicago, IL | Oct 2022 – Sep 2023

- Led Salesforce Datorama data overhaul, cutting reporting time and boosting data trust
- Managed ad campaign performance tracking across eCommerce and social platforms
- Coordinated budget spending for a \$16M marketing portfolio, maximizing budget efficiency across channels

Dairy Management Inc. – Strategic Intelligence Intern

Rosemont, IL | Jun 2021 – Aug 2021

- Conducted market research on sustainability trends in the dairy sector and presented insights to management team, accelerating adoption of sustainable practices
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PROJECT WORK

Residential Solar Marketing Strategy Analysis – Senior Capstone Project

Notre Dame Sustainability Program | Independent Research | [Solar Marketing: The Future of the Residential Solar Industry](#)

- Developed an in-depth analysis of marketing strategies in the U.S. residential solar market
 - Conducted interviews with Sunrun professionals and performed demographic adoption trend analysis
 - Recommended inclusive messaging strategies emphasizing trust, local relevance, and economic framing
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SKILLS

Data Analytics & Visualization: SQL · Excel · R · Domo · Looker · GA4 · Adobe Analytics · Dashboard design · A/B testing

Renewables & Sustainability (in progress): GIS · Energy Modeling · Lifecycle Assessment · Sustainability Metrics · Project Development Finance