ALICIA ST. DENIS

ANALYTICS & DATABASE SOFTWARE ENGINEER

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SKILLS

SQL| Snowflake |Microsoft SQL | Microsoft Word | Microsoft Excel | Microsoft PowerPoint | Everest | Tableau | Power Bi | Power Automate

EMPLOYMENT

LENNAR DATABASE ANALYST ll   **June.2024 - Present**
• Snowflake using SQL to pull together reports that help the team make smarter decisions.
• Create dashboards in Power BI, turning raw data into visuals that are easy to understand and fun to explore.
• Set up automated flows with Power Automate
• Connect the dots between Snowflake, Power BI, and Power Automate, ensuring our data works seamlessly together and to develop emails that inform the team if there is a data error.

HARD ROCK INTERNATIONAL, Database Marketing Analyst   **Aug.2023 – May.2024**
• Maintains and updates existing reports on a daily, weekly, or monthly basis by using SQL Microsoft, Tableau, and Excel.
• Investigate and solve data quality issues to pull the most accurate analytics reports.
• Prepares graphical interpretation of raw data and ad-hoc analysis upon request by using Tableau, Excel, and SQL Microsoft.
• Knowledge of casino marketing functions including database, analytics, advertising, and branding.
• Analyze marketing, and promotions data, procedures, methods, and functions surrounding SQL Microsoft.

ASSIGNREF, Full-Stack Software Developer   **Jan.2023 – July.2023**
•Developed Front-end features such as forms, calendars, stores, and more by leveraging the ReactJS Library.
•Design creative UI components with CSS and Bootstrap.
•Utilize SQL Microsoft to hold, organize, and protect web application data.
•Developed RESTful APIs for seamless client communication between front-end and back-end using C#, .NET Framework.
•Effectively managed Git Hub for creating and merging pull requests coming from the main branch.

MGM Grand, Marketing Specialist   **Mar.2022 - Feb.2023**
•Own, develop, and execute email campaigns by using Adobe Campaigns and JSX.
•Track and develop analytical reports to see how productive the campaign was by using Everest Analytical and Excel.
•Edit, create, delete, or combine data by using SQL Microsoft/ Teradata.
•Provided Quality Assurance to identify technical issues within the website.
•Develop and maintain strong relationships with other departments to push successful campaigns.

Caesars Entertainment, Inc., Regional Marketing Specialist   **Aug.2021 - Dec.2021**
•Manage campaign lifecycle from ideation to deployment.
•Assist in developing and executing marketing strategies within teams.
•Lead team meetings on new monthly strategy initiatives with PowerPoint.
•Draft compelling copy and edit email images within Adobe Photoshop.

Toyota Industries Commercial Finance, Marketing Internship   **May.2021 – Sept.2021**
• Worked closely with all members of the Marketing team on various strategic projects.
• Wrote the Toyota Forklift blog for an upcoming forklift campaign.
• Teamed up with the social media branch to create weekly content.
• Developed strong marketing analytical skills, as we pulled data for all upcoming campaigns.

EDUCATION

Florida Atlantic University, MBA Business Analytics   **Jan. 2025 -**
Eastern New Mexico University, BA Public Relations   **Aug. 2020 - Dec. 2021**
College of Southern Nevada, AA Marketing   **Aug. 2017 - Dec. 2020**