

KRISTEN M. HOLMES

JUNIOR MARKETING DATA ANALYST

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EDUCATION

PROFESSIONAL CERTIFICATION

Data Analytics

Google – est. March 2023

PROFESSIONAL CERTIFICATION

Digital Marketing & E-Commerce

Google – Jan 2023

A.S.

Fashion Merchandising

Johnson & Wales University

Providence, RI,

SKILLS & COMPETENCIES

SQL

Excel & Google Sheets

Tableau

R & Python Programing
Languages for Data Analysis

Conference Software (Zoom,
Skype, GoToMeeting)

Tripleseat Event Management &
CRM Platform

Customer Facing Sales & Contract
Negotiations

Client & Vendor Relationship
Management

SUMMARY OF QUALIFICATIONS

- Experience with data cleaning, transformation, and integration, ensuring data quality and integrity for analysis
- Proficient in creating and maintaining dashboards and reports in Tableau
- Excellent problem-solving and critical thinking skills, with a focus on continuous learning and improvement
- Ability to work collaboratively with cross-functional teams and business stakeholders, to identify and prioritize business problems and develop solutions

PROFESSIONAL SKILLS

Project Management

- Managed end-to-end event planning and execution for over 50 events annually with guest counts ranging from 100 to 1200 people and generating over \$1.5M in revenue by overseeing contract negotiations, vendor coordination, and event setup
- Utilized data-driven insights to design and execute monthly promotional postcards and press releases for company announcements and marketing materials that effectively promoted and advertised services to target audiences.

Communication

- Participated in training of new software and hardware systems and troubleshooted support to staff and management teams, resulting in improved systems utilization and performance.
- Collaborated closely with principals to draft and submit high-quality proposals for local, state, and federal requests-for-qualifications for engineering contracts valued over \$5M

Organization and Attention to Detail

- Developed and maintained detailed event planning and management excel tracking systems to monitor and optimize project details, including logistics, timelines, and budgets for over 75 events annually.
- Acted as a key liaison with the NY Parks Department, NYPD, State Department Secret Service Agents, and security teams for high-profile, political, and celebrity clients, ensuring seamless event logistics and risk mitigation

DATA ANALYSIS CASE STUDY PROJECTS

Google Data Analytics Case Study: Fitness Smart Device Marketing Strategy Analysis

- Researched, loaded, organized, cleaned, and prepared multiple data sets in RStudio for analysis
- Clearly defined business task and goals and used them to extract insights from data set
- Produced a summary of analysis with high quality visualizations and well-defined recommendations based on analysis insights using RStudio

PROFESSIONAL EXPERIENCE

Event Sales & Marketing Manager, CENTRAL PARK BOATHOUSE, New York, NY 4/12 – 12/22

Marketing Coordinator, 3E CONSULTANTS, Orlando, FL 2/09 - 7/10

Environmental Project & Marketing Assistant, GEC, Orlando, FL 9/07 - 2/09