della wirfel

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new york

M.S. Candidate in Data Analysis & Visualization

education

CUNY Graduate Center
Data Analysis and Visualization M.S.
Aug. 2025–Expected Jan. 2027
New York, NY

Fashion Institute of Technology
Graphic Design BFA *3.6 GPA*
Sep. 2023–May 2025
New York, NY

skills

Analytics & BI
- Excel
- Power BI
- Python
- SQL
- Tableau
- TOAD for Oracle

Marketing & Strategy
- Campaign Analysis
- Influencer Marketing
- Marketing Strategy
- Performance Analytics

Design
- Adobe Creative Suite
- Illustration
- Motion Graphics
- Typography
- Web Design

Development
- JavaScript
- Observable Framework

experience

Quality Analytics Intern
HEDIS Production Team
UPMC Healthcare
May 2026–August 2026
Remote
- Enhanced Power BI dashboards, including the Data Element Comparison Report (DECR). Identified improvements and implemented updates to the interactive dashboard tracking HEDIS measure trends.
- Expanded the HEDIS Production Compliance Dashboard by integrating six new HEDIS measures used to monitor member compliance across health plans.
- Created documentation adopted by the HEDIS Production team to support the Azure DevOps migration of task requests.

Content Strategist
Joanna Vargas NYC
April 2025–August 2026
New York, NY
- Led digital content strategy and execution, driving 1.26M+ monthly views and 200K+ audience reach through performance-driven content and platform optimization
- Analyzed cross-platform performance data to identify trends, optimize content strategy, and inform data-driven marketing decisions
- Managed influencer partnerships and collaborations, ensuring alignment with brand positioning and campaign goals
- Translated performance insights into actionable recommendations for content, timing, and audience targeting to improve engagement and reach

Graphic Design Intern
Abatecture
Jan. 2025–May 2025
Albany, NY (Remote)
- Designed digital marketing assets supporting multi-channel campaigns and brand consistency.
- Collaborated directly with leadership to refine creative strategy and improve customer experience.