

Kyanie Louis

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PROFILE: Passion for Data Analytics, Marketing and the captivating world of the Media and Entertainment Industry. Boasting **4 years of hands-on administrative experience / sales and 2+ years of Data Analysis experience in large datasets**. Well-organized, enjoys interacting with people, and maintaining grace under pressure in a fast-paced environment. Excellent computer skills using various **data programming tools, Tableau, Excel, and SQL**. Hungry to grow and driven to learn new strategies and insights using Marketing Research, Business Analytics and Event Management coursework and skills. **Social media savvy** with knowledge of media platforms. Seeking entry level Data Analyst, Marketing, Administrative roles.

EDUCATION

Master of Business Administration (M.B.A.) - Marketing Analytics

Jan 2022 - Dec 2023

Pace University, NYC

Relevant Coursework: Advertising Sales Promotion, Business Analytics, Visual Analytics, Marketing Research, Managing Operations & Projects

Bachelor of Business Administration (B.B.A.) - Arts & Entertainment Management

Sep 2019 - Dec 2023

Pace University, NYC

Relevant Coursework: Music Business, Advertising Strategy, Finance Accounting, Economics, Marketing Performance, Sales

Google Data Analytics Professional Certification

January 2023 (Expected)

Relevant Coursework: SQL, Tableau, BigQuery, R, Excel, Business Case Study, Analysis & Reporting, Data Cleaning & Processing

ACADEMIC PROJECTS

Data Analysis: Completed 13+ Exploratory Data Analysis utilizing R, Tableau, and SQL to optimize favorable business decisions and curiosity.

Marketing Plan: Lead a team of 7 to create a marketing plan for Rapper Flo Milli | Presented Budgeting and Creative Marketing for Album Release

Biz Cafe: Lead a unit of 3 to develop business strategies to maximize profits | Achieved 1st placement based on successful operation and profits

WORK EXPERIENCE

BRENTWOOD PUBLIC LIBRARY Feb 2021 – Present

Library Clerk

- Managed 2,000+ Emails, 1,000+ Telephone Calls, Logging statistics of book circulation, and square sales transactions with accuracy
- Guided Customer Service through communications, maintaining patron privacy & updating 3000+ records in computer system databases
- Facilitated library equipment and related software (Copiers, Computers, Fax, and Cash Register, sorting mail, Filing, Typewriting)
- Checked out 10,000+ books in and out of the library with attention to detail, while assisting / mitigating librarian workload

PAULA LANDRY Feb 2023 – May 2023

Media Entertainment Administrative Assistant Intern

- Monitored workflow for 20+ media projects, including film, podcast, TV pilot, and writing projects
- Executed marketing tactics, email newsletter and blog & press release publishing, copywriting, editing, and social media management, to enhance project visibility, reach, and coordination
- Liaised remotely using Slack, Canva, and Google Sheets to communicate with 3 teams for cross-functional collaboration

GREATERTHAN Jun 2022

A&R Scout Trainee

- Collaborated with A&R team reporting emerging musical talents and trends, for the discovery of promising artist and potential signings

LEADERSHIP

NEW YORK STATE THESPIAN OFFICER Aug 2018 - Aug 2019

Chair of Fundraising & Scholarships

- Provided Executive Support by planning, preparing, and facilitating NY Thespian conferences and festivals for 2,000+ attendees
- Devised events and reports across NY Boroughs to generate \$1000+ funds for main festival and Booking Vendors
- Prepared, led and participated in discussions towards advocating for the importance of Arts in the New York Education System

CERTIFICATIONS

Google Analytics 2022, CVENT Supplier Network 2021

SKILLS

MICROSOFT OFFICE SUITE: Word, Excel (VLOOKUP, pivot tables, data cleaning), PowerPoint, Outlook | GOOGLE SUITE Sheets, Docs, Slides

SOFTWARE: R Studio | Python | Tableau | SQL (PostGre, BigQuery)

LANGUAGES: Conversational Haitian Creole | Basic French | Fluent English

SOCIAL MEDIA: Instagram | Twitter | Snapchat | YouTube | Pinterest | TikTok