**Charlotte**

**Mableton, Georgia**

**Her Story:**

The Emory University and Women In Tech Data Analytics program was an unexpected find, and I am looking forward to gaining new skills in software development and strengthening my current skills in analysis and presentation development. In conjunction with my bachelor’s in audience analytics, this program will build upon my investigative and exploratory awareness and teach me how to seek answers by asking relevant questions the data may pose. Plus, I am excited to learn new software that could ultimately provide guidance for projects and campaigns. Being one of the women accepted into this program has special meaning, and I enrolled to learn and stretch my thinking towards better solutions and prepare myself for a new start.

Acceptance into this program has given me more confidence and technical knowledge that I can use and share professionally and as a mentor. Moreover, this program gives me the promise of financial stability along with indispensable skills in technology that I can use to solve problems and become a valuable asset -- not only to future employers but also to my household. This program is life-changing, and I am thrilled to be one of its students.

One of the many reasons I enrolled in this program is that I would learn about the discoveries and outcomes data can yield and saw the program as a way to improve my circumstances while setting me apart with a unique combination of skills applicable to almost any situation. After completing my bachelor’s degree, I wanted to learn more about data and its impact on organizational and personal livelihood, along with how those results are used to build or improve products and services. I am also interested in the purpose-driven use of data for broad-scale awareness, social causes, and other types of research and audience experiences. In addition, I signed up for this program to extend my professional network and learn better ways to explain and present data clearly to multiple groups. Since so much is possible with data, this program prepares me to sift through enormous amounts of information and provide recommendations, answer questions, improve customer/client relations, and more.

Last, I am seeking a change because my career interests have shifted into other areas. Ultimately, I am in search of a career that combines my creative knowledge with writing, exploration, and programming languages. For the past 15 years, I have worked as a graphic and visual designer but aspire to work on more innovative and exploratory projects I can develop into improved programs or experiences. This January, I began a master’s program in business administration to strengthen my managerial skills, deepen my understanding of how business units intersect, and how to use data to make better business decisions. Specifically, I want my current and new skills to transform organizations and provide beneficial tools or experiences for audiences. I am also open to other opportunities but hopeful and excited about where this program will take me next.

**For reference:**

**Company Name:** Atlanta Public Schools

**Job Title:** Graphic Designer

**Work Experience**: Background in graphic design

**Other Skills:** MS Word; MS Excel; MS PowerPoint; Outlook; Teams

**College Degree:** bachelor’s degree, master’s in progress

**Education**:

* BS Digital audiences
* Certifications: project management, web design & development, Google Ads Search, Google Analytics.

**Annual Income:** 64,000

**Open to Relocation? Where?** No

**Observation characteristics from Emory (Outgoing, Quiet/Shy, Leader, Team Contributor, etc.)**

* Very active, hard worker, and engaged. Her team met every night to get prepared for their presentation.
* Good technical skills and great presentation skills.
* She attends all weeknight help sessions.

**Competencies: (Interpersonal Skills, Cooperation and Collaboration, Time Management & Administration, Leadership, Communication Skills, Strategic Thinker, etc.)**

* Emory Academic Proficiency Rating: Advanced