

Heather Wigell

Citizenship: United States

Address: 17960 Park Ave., Homewood, IL 60430,
United States

Phone number: 1.708.925.3209

Email address: heather.wigell@smartcloudforge.com

Web: <https://linktr.ee/hmwigell>

Tableau Public <https://public.tableau.com/profile/hmwigell#!/>

Portfolio:

Social Media



LinkedIn



Twitter



GitHub

Work experience

07/2018 – PRESENT

HOMEWOOD, UNITED STATES OF AMERICA

Tableau Developer
Smart Cloud Forge

- Meet with clients to discuss goals, pain points, actionable insights and previously identified trends.
- Designed data visualizations dashboards on Tableau of order data to convey machine learning outputs for clients. Over 1000 worksheets completed.
- Created ways to indicate outliers on predictions.
- Worked to develop visual representation of evaluation metrics of models.
- Convey findings to stakeholders, creating decks, power points and presenting on key findings.
- Serve as subject matter expert on statistics and quantitative methods
- Managed remote team of 7, including 3 developers working on Python (NumPy, SciKitLearn), AWS and SQL utilizing Scrum and Agile project management. Responsible for product management and project management.
- Designed polished, user-friendly, accessible Tableau dashboards end to end.
- Wire-frame Tableau dashboards to convey designs and communicate expectations
- Work with clients and team members to document data structures, data architecture, and created data dictionaries. Identify and document disparate, siloed data sources, and key requirements.
- Created processes, diagrams, policies, workflows, and automation for data within the company and managed by the company.
- Create ad hoc reports as requested.
- Data sets consisted of order data, transaction data, customer, ERP data, retail (large format grocery) data, food and beverage data.
- Establishing, connecting to and joining data sources in Tableau.
- Data cleansing and data prep (Tableau Prep, Excel).
- Researching open source data sets to supplement client data sets.
- Creating interactive dashboards utilizing filters, actions, groups, URL actions and tool-tips.

Education

08/2006 – 05/2009

URBANA-CHAMPAIGN, UNITED STATES

Russian and Eastern European Studies
University of Illinois

2011 – 2012 CHICAGO, UNITED STATES

Social Science
University of Chicago

Masters of Arts in Social Sciences Program (ABD).
Graduate work course credit in Social Sciences.

Skills

– SOFTWARE

Microsoft Office
Adobe Creative Suite
Google Sheets, Tables,
Slides
Asana
Basecamp
Smartsheet
AWS Cloud Computing

– PROGRAMMING LANGUAGES

SQL
R
Python
HTML

– ANALYTICS AND STATISTICAL TOOLS

Tableau Server/ Tableau
Desktop
Google Analytics
Microsoft Excel
Google Data

Work experience

2018 – 2018

Marketing Coordinator **Advanced Learning Institute**

- Increased web traffic by over 1/3.
- Led overall increase of 10%+ by aligning ticketing and analytics.
- Managing event marketing for two conferences monthly.
- Responsibilities website analytics, social media, search engine optimization, search engine marketing, monthly newsletter, graphic design, email marketing, blogging, copy writing, and managing partnerships.
- Created analytics reporting program
- Integrated payment and website analytics to increase understanding and actionable insights on conversions, user acquisition, referral traffic and ROI

2017 – PRESENT CHICAGO, IL, UNITED STATES

Analyst **Birch Group Marketing and Data**

- Developed client intake process
- Created customized proposal with pricing calculator, increasing turnaround time by 50%
- Increased website traffic 25% by developing UX Personas and
- Integrating analytics across channels
- Created regular reporting of web and social analytics
- Increased overall conversions for clients by creating additional touch-points with chat-bots, forms, and call tracking by over 30%
- Addresses key S.E.O. issues from reports and writes schema (Schema.Org) on Clients' websites

2017 – 2017 MOKENA, IL, UNITED STATES

Social Media Department Manager **Eivan's Photography and Video**

- Created social media content schedule, copy, graphics, and tracked analytics across all platforms
- Created a wedding show training document, containing scripts for working at the show, diagrams for setting up the table, a supply list and other information needed for the day of the show. Hired event staff and managed contracts nationally.
- Created marketing strategy for recruiting new freelance videographers, freelance photographer talent, and staff sales team. Wrote new copy for positions. Developed integrated recruiting strategy for social media (Linked In) and digital recruitment platform (i.e. Indeed).
- Organized company wide LinkedIn Launch with other point people (HR Director, Director of Photography). Organized company wide photo-shoot30+ team members.
- Hired Sales Team of three people with the Director of HR. Provided Information on job description, sales

Work experience

process, training, and company culture.

2012 – 2016 CHICAGO, IL, UNITED STATES

Research and Marketing Coordinator **University of Chicago**

- Researched technology of resistance and repression. Lead research for Russian and Ukraine. Also covered user demographics, social media, device usage, content creation, social movements, government opposition, policy, and mobilization. Created bibliographies, documented examples, and shared research internally.
- Implemented internal communication systems to share research remotely (data, journal articles, citations, events, etc.) with faculty and researcher(s).
- Developed project blog on WordPress. Created blog content and managed project blog with sources, examples of user generated content, relevant news stories, links, and RSS feeds.
- Tested, established and maintained the project's web based accounts for academic collaboration applications, ensuring all project and conference materials are saved, archived and shared with team members in an efficient manner.
- Identified, developed and implemented computational tools and methods for the researchers, faculty and the project.
- Collected, extracted, and analyzed data using statistical software and data visualization software (Tableau).
- Developed training content.
- Researched, applied for and managed funding from pre-award through post-award phases. Compiled and submitted budgets.

2010 HOMEWOOD, IL, UNITED STATES

Community Outreach Staffer **U.S. Sentate Campaign for Jacob Meister**

2009 – 2009 WASHINGTON, D.C., UNITED STATES

Research Assistant **Kenan Institue, Woodrow Wilson International Center for Scholars**

2009 – 2009 WASHINGTON, D.C., UNITED STATES

Intern/Scheduling Intern **U.S. House of Representatives, Office Illinois District 11 Office**

- Compiled congressional calendar with district office. Selected, tracked, and planned events.
- Led legislative meetings, wrote memos and followed up with relevant contacts and staff.

Work experience

2007 – 2007

URBANA-CHAMPAIGN, IL, UNITED STATES

Research Assistant

**Department of Nuclear and Plasma
Engineering, University of Illinois**

Training

- Social Science Computing Workshop, Computation Institute, University of Chicago
- ArcGIS Training, Social Sciences Computing Department, University of Chicago
- Organize! Civic Tech Leader Training, National Day of Civic Hacking
- Tableau Product Badge
- Tableau Developer Program Participant and Tableau Data Science Learning Path
- Google Analytics Certified

Awards

2008

Merit Scholar

University of Illinois, Liberal Arts and Sciences

2008

Yaro Skalnik Award for Paper in Russian Studies

**Department of Russian and Eastern European
Studies UIUC**

Publications

2009

Examining Political Group Membership on LiveJournal

Digital Icons

<https://www.digitalicons.org/issue02/examining-political-group-membership-on-livejournal/>