

## EDUCATION

### MASTER OF SCIENCE - STATISTICS

SAM HOUSTON STATE UNIVERSITY | HUNTSVILLE, TX | GPA: 4.0

AUG. 2015 – MAY 2017

### BACHELOR OF SCIENCE – MATHEMATICS, MINOR IN STATISTICS

SAM HOUSTON STATE UNIVERSITY | HUNTSVILLE, TX | GPA: 3.71

AUG. 2011 – MAY 2015

## WORK EXPERIENCE

### INTERIM VICE PRESIDENT OF ENROLLMENT

SAM HOUSTON STATE UNIVERSITY | HUNTSVILLE, TX | JAN. 2025 – PRESENT

- Provided strategic leadership for the university's enrollment management division, overseeing undergraduate admissions, registrar, financial aid, student account services, visitor's services, and testing center.
- Developed and executed data-driven enrollment strategies to meet institutional goals and improve student recruitment and enrollment.
- Served as a key advisor to university leadership on enrollment trends, market conditions, and demographic shifts.
- Presented enrollment reports and strategic recommendations to senior administration.
- Collaborated with external vendors to develop and execute targeted enrollment campaigns, leveraging digital advertising, SEO, and personalized communications to enhance outreach and yield.
- Fostered a culture of innovation and continuous improvement within the enrollment team.

### ASSISTANT VICE PRESIDENT OF DATA ANALYTICS AND DECISION SUPPORT

SAM HOUSTON STATE UNIVERSITY | HUNTSVILLE, TX | FEB. 2023 – PRESENT

- Serve as Data Management Officer (DMO) with the Texas Department of Information Resources (DIR).
- Lead the Institutional Research team and External Reporting Specialist, overseeing report writing, state and federal report submissions, and regulatory reporting.
- Guide the Director of Data and Analytics and their team to equip leadership, faculty, and staff with predictive analytics tools.
- Supervise the Data Management Coordinator responsible for enterprise-wide data governance and data literacy initiatives.
- Coordinate institutional data access to support informed decision-making by faculty and staff.
- Plan and develop applications for data analytic tools, with a focus on dashboard monitoring of key institutional performance indicators.
- Ensure the availability of meaningful, accurate, and relevant data to inform university planning efforts.
- Provide collaborative leadership in identifying metrics and benchmarks for university initiatives and operations.
- Collaborate with Information Technology to ensure the availability of robust data structures, reporting tools, and analytical resources.

### DIRECTOR OF INSTITUTIONAL RESEARCH

SAM HOUSTON STATE UNIVERSITY | HUNTSVILLE, TX | NOV. 2019 – FEB. 2023

- Led a team of Institutional Research Analysts in collecting, compiling, editing, and analyzing data from various sources.
- Coordinated comprehensive responses to surveys, report and analysis requests, and ad hoc inquiries from both internal and external entities.
- Utilized analytical strategies to support ongoing research, decision-making, and continuous improvement initiatives.
- Extracted and analyzed data from Structured Query Language (SQL) databases using advanced query techniques.
- Oversaw the design and implementation of data extraction, analysis, and reporting for internal and external client data requests and major reporting requirements.

- Developed interactive dashboards using Tableau to report institutional data and monitor key performance indicators.

## **INSTITUTIONAL RESEARCH ANALYST II**

SAM HOUSTON STATE UNIVERSITY | HUNTSVILLE, TX | APR. 2018 – OCT. 2019

- Performed comprehensive data and statistical analysis to support strategic decision-making and continuous improvement initiatives.
- Coordinated survey responses, report generation, and ad hoc inquiries by systematically collecting, compiling, editing, and analyzing data from diverse sources.
- Managed and ensured compliance with the institution's external reporting requirements.
- Extracted and analyzed complex datasets from SQL databases and SPSS flat files using advanced query techniques.
- Interpreted and communicated analytical findings to align with clients' evaluation and research objectives.
- Managed data manipulation processes, including extraction, compilation, and file merging, to ensure data integrity.
- Conducted thorough quantitative data analysis, including statistical analysis, cross-validation, and verification of data.
- Developed standard reports using IBM Cognos, ensuring accuracy and consistency across data sources.

## **INSTITUTIONAL RESEARCH ANALYST I**

SAM HOUSTON STATE UNIVERSITY | HUNTSVILLE, TX | MAY 2017 – APR. 2018

- Performed comprehensive data and statistical analysis to support strategic decision-making and continuous improvement initiatives.
- Coordinated survey responses, report generation, and ad hoc inquiries by systematically collecting, compiling, editing, and analyzing data from diverse sources.
- Extracted and analyzed complex datasets from SQL databases and SPSS flat files using advanced query techniques.

## **GRADUATE TEACHING ASSISTANT**

SAM HOUSTON STATE UNIVERSITY | MATH/STATISTICS DEPT. | HUNTSVILLE, TX | AUG. 2015 – MAY 2017

- Instructor for undergraduate level courses: Developmental Mathematics and Elementary Statistics.

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## **CERTIFICATIONS & TECHNICAL SKILLS**

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### **CERTIFICATIONS**

- DIR's Data Literacy Foundations

### **TECHNICAL SKILLS**

- Advanced Excel
- Oracle SQL
- SPSS
- SAS
- R and R-Studio
- Stata
- IBM's Cognos
- Tableau
- Microsoft Power BI