

Eliany Perez

Data Analyst | Data Visualization & Analytics Strategy

Elianyp17@outlook.com • Lehigh Acres, FL 33974
<https://www.linkedin.com/in/eliany-perez/> • (239) 333 – 5807
<https://elianyperez.com/> • [My Portfolio](#)

Strategic data analyst with 8+ years of experience in analytics, data visualization, quantitative research, and process improvement across higher education, nonprofit, and research environments. Experienced in developing Tableau dashboards, automating reporting workflows, managing complex datasets, and translating data into actionable insights for cross-functional stakeholders. Skilled in Tableau, Python, R, Salesforce, Alteryx, and statistical modeling, with a strong background in research methodology and data-driven decision-making.

Areas of Expertise

- Data Visualization & Dashboard Development (Tableau, Power BI)
- Data Analysis & Statistical Modeling
- Python, R, SQL, Alteryx, Salesforce
- Data Cleaning, Validation & Automation
- Research Design & Quantitative Methods
- Predictive Analytics & Machine Learning
- Cross-Functional Collaboration
- Reporting & Stakeholder Communication
- Process Improvement & Workflow Optimization
- Project Management & Strategic Planning

Professional Experience

Data Analyst

Sept. 2025 – Present

TEACH.org

Lead analytics, dashboard development, and reporting initiatives supporting educator recruitment and pathway programs across multiple states. Develop centralized Tableau dashboards and automated workflows to improve organizational reporting, program evaluation, and strategic decision-making.

- Designed and maintained Tableau dashboards tracking metrics such as sign-ups, applicant conversion, engagement, program participation, and marketing performance across regions and academic years.
- Managed complex data integrations across Salesforce, GA4, Eventbrite, Box, Excel, and third-party sources to support organization-wide reporting.
- Developed automated data cleaning and validation workflows using Alteryx, reducing manual processing time and improving data accuracy.
- Led migration efforts from Looker Studio to Tableau Cloud, including dashboard redevelopment, onboarding documentation, and stakeholder training.
- Built applicant conversion analyses and engagement models to evaluate the effectiveness of coaching, webinars, scholarships, and other high-value actions.
- Collaborated with leadership, marketing, and program teams to develop KPI frameworks and reporting strategies for organizational goals and grant reporting.
- Created standardized reporting processes, data dictionaries, and dashboard governance documentation to improve consistency and scalability.
- Supported development of cost-per-lead and cost-per-applicant analytics integrating Salesforce and marketing spend data.

Research Associate

Aug. 2020 to May 2025

Spatial Cognitive and Navigation Neuroscience (SCANN) Lab, *University of Florida, Gainesville, FL*

Oversaw all aspects related to data management and analysis using Python and R to enhance research interpretation. Delivered strategic leadership and mentored a team of eight junior researchers to achieve set goals associated with psychological quantitative science studies. Developed and implemented advanced statistical and machine learning algorithms to improve cognitive outcome models and overall research efficiency. Deployed Bayesian statistics and hierarchical modeling to support robust research findings.

- Managed data pipelines and conducted advanced statistical analyses for research studies with datasets exceeding 1,000 participants.
- Designed predictive models and machine learning algorithms, increasing model accuracy by 25%.
- Developed and shared interactive dashboards using Tableau and Power BI to communicate insights effectively with stakeholders.
- Led a team of 8 junior researchers, improving productivity by 30% through targeted training and mentorship.
- Developed automated workflows using Python (Pandas, NumPy, SciPy) and R (dplyr, ggplot2), reducing data processing time by 40%.

- Delivered data-driven insights through dynamic visualizations, aiding stakeholders in strategic decision-making.
- Published findings in peer-reviewed journals and presented at over 10 conferences.

Key Achievements:

- Introduced innovative data analysis methods, elevating lab research standards.
- Enhanced data accuracy and reliability by implementing rigorous preprocessing techniques.

Lab Manager

June 2017 to Aug. 2020

Social Cognitive and Affective Development Lab, *University of Florida, Gainesville, FL*

Spearheaded the management and coordination of over 10 research studies to ensure efficient data collection, precise analysis, and strict adherence to timelines. Streamlined data collection processes by leveraging Qualtrics, REDCap, and Survey Monkey while reducing data processing time through enhanced automation and accuracy. Mentored and guided over 40 junior researchers to boost team productivity. Fostered collaboration with teams to conduct comprehensive analyses, driving more insightful research outcomes and informed decision-making.

- Directed the analysis and management of over 10 concurrent research projects, ensuring adherence to deadlines and quality standards.
- Leveraged tools such as REDCap and Qualtrics to optimize data collection and management processes.
- Conducted data integration and analysis to support hypothesis testing and user-centered recommendations.
- Collaborated with interdisciplinary teams to produce comprehensive reports and improve project outcomes.

Key Achievements:

- Increased research efficiency through process automation and strategic resource allocation.
- Enhanced team productivity by mentoring 40+ researchers and facilitating collaborative workflows.

Additional Experience:

Case Management Intern at Child Advocacy Center Inc, Gainesville, FL

Volunteer at UF Health Shands Hospital, Gainesville, FL

Mentor at Machen Florida Opportunity Scholarship Program, Gainesville, FL

Judge at Florida Regional High School Science Bowl Moderator, Gainesville, FL

Education & Credentials

Doctor of Philosophy (PhD) in Psychology, Behavioral, and Cognitive Neuroscience, 2025
University of Florida, Gainesville, FL

Master of Science (MS) in Psychology, Behavioral, and Cognitive Neuroscience, 2023
University of Florida, Gainesville, FL

Bachelor of Science (BS) in Psychology, 2017
University of Florida, Gainesville, FL

Bachelor of Arts (BA) in Anthropology, 2017
University of Florida, Gainesville, FL

Certifications & Professional Development:

- Introduction to UI and UX Design
- NVIDIA Fundamentals of Deep Learning
- AWS Cloud Practitioner 2023: ML, AI, & Data Analytics Course
- Tableau Desktop II: Intermediate - TTD201