

Davi' Ortiz

Durham, North Carolina | 919-864-0597 | daviortiz077@hotmail.com | [LinkedIn](#)

EDUCATION

University of North Carolina at Chapel Hill, Chapel Hill, NC

Expected Graduation: May 2027

Bachelor of Science in Information Science

Certificates: Microsoft SQL Foundations, Duke University Python Fundamentals, Introduction to Risk Management

Durham Technical Community College, Durham, NC

Graduated: December 2024

Associate of Arts, Concentration in Information Technology — Magna Cum Laude

Relevant Coursework: Information Systems Analysis & Design, Foundations of Information Science, Foundations of Statistics and Data Science, Tools for Information Literacy, Sports Communications

PROJECTS

UNC Chapel Hill Women's Basketball Analysis | Python

January 2025

- Conducted statistical analysis in Python on player performance data, identifying correlations between playing time and shooting efficiency
- Evaluated individual players' turnover averages against game outcomes to surface patterns linked to losses

[GEM Media](#) | Database Development

February 2026

- Designed and built a player transfer-portal tracker that evaluates and grades student-athletes' transfer decisions
- Developed a program-comparison tool to analyze and benchmark basketball programs across the Carolinas
- Interviewed college coaches to gather insights on transfer decisions and program fit.

EXPERIENCE

Help Desk Associate | YMCA, Durham, NC

August 2024 – Present

- Resolve member account, login, and membership inquiries, delivering prompt and courteous support
- Oversee front desk operations, ensuring timely access and adherence to safety procedures
- Used Microsoft Teams to communicate operational updates throughout the day
- Used Microsoft Excel to track and update member counts at 30-minute intervals

Media Specialist | The 360 Approach, Durham, NC

November 2022 – December 2025

- Managed social media accounts across platforms, growing engagement 25% over 10 months
- Delivered monthly professional photography coverage of clients and studio events
- Cleaned and organized employee data in Microsoft Excel, ensuring accurate and consistent records for operational tracking

Media & Analytics Intern | Raleigh Firebirds, Raleigh, NC

March 2026 – June 2026

- Analyzed player performance data to inform game strategy and player evaluation decisions
- Tracked player metrics and trends to support coaching and recruiting insights
- Filmed and edited game-day and promotional content, boosting Instagram engagement by 17%

SKILLS

Technical: HTML, CSS, JavaScript, Python, SQL, Tableau, Power BI

Athletics & Recruiting: Player Evaluation, Database Management, Performance Analysis

Professional: Communication, Time Management, Relationship Building, Marketing