Sara Minaya

NY | (917) 330-6310 | saraminaya08@gmail.com | LinkedIn | Data Analyst Portfolio

PROFILE SUMMARY

Psychology graduate with experience in quantitative research, survey data collection, and consumer behavior analysis. Skilled in analyzing datasets, developing audience personas, and presenting actionable insights. Proficient in Excel, Google Sheets, Jamovi, SQL, Tableau, and PowerPoint.

TECHNICAL SKILLS & CERTIFICATIONS

Research Methods: Experimental Design, Human-Participant Research, Survey Data Collection, Statistical Analysis, Data Quality Checks
Data Analysis: Microsoft Excel (Pivot Tables, VLOOKUP), Google Sheets, Jamovi, SQL, Tableau, Google Forms
Research & Project Coordination: Project Coordination, Documentation, Data Organization, Deliverable Tracking, Cross-Functional Collaboration, Stakeholder Presentations
Certifications: Google Data Analytics Professional Certificate – Coursera

RESEARCH & ANALYTICS PROJECTS

Audience & Media Performance **New York, NY**
Audience Analyst *Oct 2025 – Nov 2025*

- Analyzed CTR, conversion rate, and viewability across 20+ audience segments to identify high-performing groups, uncovering audience trends and behavioral patterns to make informed targeting recommendations.
- Developed three data-driven customer personas from campaign performance findings to clarify differences across target groups.
- Collaborated with Spatial, Inventory, and Creative teams to coordinate project deliverables and present findings through dashboards and PowerPoint.

Student Well-Being in a Digital Age **New York, NY**
Data Visualization Analyst *Oct 2025*

- Analyzed a simulated dataset of 3,000 students across 25 attributes to examine relationships among phone use, mental health, and academic performance.
- Used exploratory data analysis and Tableau visualizations to identify grade-level patterns in anxiety and depression indicators, communicating findings to non-technical audiences.
- Collaborated with a four-person team to organize data and translate findings into recommendations for counseling support, student workshops, and parent engagement.

Memory & Cognition Research Study **New York, NY**
Researcher *Jan 2024 – May 2024*

- Designed a 2×2 factorial experiment across four conditions with 108 participants to examine how syllable count and word type affected delayed memory recall.
- Tracked participant responses and randomized assignment across four experimental conditions using Google Forms; cleaned and analyzed data in Google Sheets and Jamovi.
- Conducted a two-way ANOVA to examine the effects of syllable count and word type on delayed memory recall; presented findings and study limitations.

WORK EXPERIENCE

NYC Department of Education **New York, NY**
Substitute Paraprofessional *Jan 2025 – Present*

- Supervise and support a student in a classroom setting, monitor individual needs, and maintain a structured learning environment.
- Track one-to-one attendance and student progress while documenting observations to support classroom planning and behavioral strategies.
- Communicate with families, teachers, colleagues, and service providers regarding student needs; assist with facilitating small-group activities.

EDUCATION

COOP Careers - Educational Nonprofit Organization **New York, NY**
Data Analytics Fellowship *Dec 2025*

- 16-week, 200-hour fellowship in data analysis, visualization, and project-based collaboration using Excel, SQL, and Tableau

City University of New York, Brooklyn College **New York, NY**
B.*S. Psychology, Minor in Health* *May 2025*