Mackenzie Cesar

Education
M.S. in Business Analytics Florida State University, Tallahassee FL | Spring 2020
B.S. in Economics Florida State University, Tallahassee FL | May 6, 2017
  Minor: Business Administration and Management

Work Experience

Florida Healthy Kids Corporation   Tallahassee FL
  Data Analyst *(Full-Time)*   **Nov 2017 - Present**
- Assist with identifying strategies, objectives, and opportunities to advance the FHKC's use of data and analytics; collaborate with C Suite to prioritize data, analysis, and visualization projects.
- Identify data to sustain FHKC as the trusted source for children's health insurance options.
- Assist with creating a centralized data repository and visualizations for self-service data requests.
- Create reports, graphs and data visualizations to meet business unit needs; develop and use consistent data visualization and communication techniques.
- Organize and synthesize complex numerical data into reports and graphics for non-technical audiences; present findings through reports, meetings and presentations to business units and stakeholders.
- Respond to ad-hoc requests for data, analysis and visualization; collaborate with stakeholders to determine feasibility and priority of requests.

Florida State University – Center for Academic Retention and Engagement   Tallahassee FL
  Summer Bridge Ambassador *(Full-Time)*   **Jun 2017 – Aug 2017**
- CARE Ambassadors work directly with a group of first generation students (approximately 15-20) to help guide, counsel, and assist them during the summer semester. CARE Ambassadors lead community service, diversity, and professional development activities; provide students with insights into the culture at FSU; assist with academic assistance in the CARE Tutorial Lab.

Florida State University – Women's Basketball Team   Tallahassee FL
  Graphic Designer /Digital Marketing Intern *(Paid Part-Time)*   **Mar 2017 – July 2017**
- Conceptualization and execution of design elements that supported and maintained the consistency of the FSU Women's Basketball brand throughout the entire marketing spectrum (in print, online, e-mail marketing, Social Media. direct mail, etc.)

Florida State University – Track Team   Tallahassee FL
  Marketing & Graphic Design Intern *(Class Credit/Unpaid Part-Time)*   **Dec 2016 – May 2017**
- Assisted in the recruitment of new student athletes.
- Created a variety of digital media for social media accounts.
- Designed promotional and informational material for track team.
- Met Deadlines and ensured all created material where print/distribution ready.

Florida State University – Student Publications   Tallahassee FL
  Graphic Designer *(Part-Time)*   **Aug 2016 – June 2017**
- Created a variety of design projects for a multitude of diverse student organizations. Which include, but isn't limited to: flyers, social media signage, banners, t-shirts, posters, etc.
- Proficient in the use of Adobe Acrobat, Abode Illustrator, and Adobe Photoshop.
- Knowledgeable in Color Theory and Design trends.
- Performs basic customer service and office skills: such as answering incoming phone calls, completing walk-in and pre-requested print jobs, prepare prints for distribution, etc.

Florida State University - Dunlap Success Center   Tallahassee FL
  Student Office Assistant *(Part-Time)*   **Aug 2015-Mar 2017**
- First point of contact to the FSU career center; responsible for directing students and employer calls
- Assists program director, career counselors, and teaching assistants alike in various projects. Including, but not limited to, creation of new files, cataloging student work,
- Responsible for opening/unlocking the first floor in the morning, closing/locking in the evening.

Awards

Florida Bright Futures Medallion Scholar
Garnet and Gold Key Leadership Honorary Inductee February 2015
Southern Scholarship Foundation - 2015 Scholarship Recipient
Benjamin A. Gilman International Scholarship Summer 2016
Embassy of France Educational Scholarship Recipient Summer 2016
Community Service Hours: 270

Skills

Adobe Suite (Photoshop, Illustrator, InDesign, Dreamweaver)
Microsoft Suite (Word, PowerPoint, Excel)
Python, R, SQL, and Tableau
Asana/Sharepoint (Project Management software)
Advance Google Analytics Certificate
Basic HTML/CSS
Data Analysis
Time Management/Prioritization