JESS CHUA

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Summary: Creative and analytical professional transitioning into data analytics with strengths in cleaning datasets, building pivot tables, and creating clear visualizations. 5+ years improving knowledge systems and content workflows across tech and business environments. Currently developing portfolio projects in SQL, Excel, and data storytelling.

Technical Skills

- **Excel:** Pivot tables, data cleaning, lookup functions
- **SQL:** Joins, filtering, grouping, analyzing patterns (Poets mini-project)
- **Data Visualization:** Charts, dashboards (Dragonsinn mini-project)
- **Tools:** Google Sheets, Tableau, Jira, Looker Studio
- **Soft Skills:** Documentation, cross-functional collaboration, systems thinking

Work Experience

Career Transition & Personal Goal Pursuit (*July 2025 – Present)*

- Applying Excel and BI techniques to clean, transform, and visualize sample datasets as part of ongoing BI coursework.
- Applied data storytelling and visualization techniques to organize and categorize 200+ landscape captures to support tagging and visual documentation workflows.

Instacart - *Knowledge Management Associate; CX Department (Nov 2021 – July 2025)*

- Performed data-informed content audits to identify gaps and reduce knowledge base bloat by 40%. Tracked content performance patterns to reduce friction across workflows.
- Performed content optimization tasks via cross-functional collaboration with developers, legal team, and product managers.

Optimal Living Daily - *Content Specialist (Jan 2019 – Oct 2021)*

- Used analytics tools to interpret search patterns, elevating site rankings by 25%.

FlexJobs - *Data Entry Specialist (Jan 2015 – Jan 2019)*

Personal Projects

Volunteer (2021 - present): Supported nonprofits with data cleaning, spreadsheet organization, and simple visualization workflows.

Dragonsinn.net (1999 - present). Created one of the first websites for dragon enthusiasts.

Education

IBM Business Intelligence (BI) Analyst Professional Certificate *(In Progress – 2026)*
Adams State University - *BA in Interdisciplinary Studies (English / Business)*