

STEVEN ANDREW PARKER

stevenparker.819@gmail.com | 714.655.6643 | stevenandrewparker.com | Placentia, CA

PROFILE

Experienced data analyst with over 12 years of expertise and a proven track record of success in analyzing complex datasets and developing clear, concise reports and visualizations to communicate key insights and actionable intelligence for a variety of audiences across an organization. Teamwork-oriented critical thinker with experience wrangling, transforming and analyzing data using SQL, Tableau, Python, Power BI, and Excel.

EXPERIENCE

Hoag Hospital Foundation

Director, Development Analytics — January 2024 - Present

- Design and implement a variety of high-level KPI dashboards and in-depth reports to evaluate fundraising performance, support strategic planning, and deliver actionable insights to stakeholders across all departments
- Conducted an in-depth analysis of hospital patient data to identify key characteristics of patients likely to become donors, enabling leadership to strategically target high-priority populations for solicitation efforts
- Update and maintain semantic models in Power BI to address changing reporting needs and ensure data is being presented clearly, accurately, and that all reporting requirements are being met through consistent collaboration with organizational partners

Loyola Marymount University

Senior Data Analyst — January 2022 - December 2023

- Developed forecasting models to accurately project fundraising totals and donor activity for the fiscal year and LMU's "Day of Giving" campaigns, while augmenting the forecasts with real-time giving data
- Created and managed annual giving reports and data visualizations to communicate key metrics and provide development leadership and staff with self-service options to access data and insights on-demand
- Wrote Python scripts to automate the collection, cleaning, and transformation of data from external APIs which significantly reduced the time needed to collect and process the data from hours down to minutes while also minimizing the risk of errors due to manual data entry

University of California, Irvine

Strategic Pipeline Analyst — July 2017 - January 2022

- Served as the lead in designing and producing scalable reports, analyses, and dashboards for key audiences and stakeholders across University Advancement
- Identified a segmentation strategy for direct mail solicitations that was estimated to increase donor participation by 13%, generate an estimated \$12,000 in additional gifts, and reduce costs by over \$15,000
- Built a tool to identify donors likely to upgrade based on an analysis of their giving behavior, and identified over 400 unassigned donors exhibiting positive giving behaviors with a collective gift capacity of \$152 million

EDUCATION

California State University, Long Beach — 2007 - 2011

B.A. in Communication Studies

Certificate in Technical and Professional Communication