

SHAWNA DEAN

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EDUCATION

University of Florida, Hough Graduate School of Business **December 2023**
Master of Science in Information Systems & Operations Management, Data Science Track Gainesville, FL

University of Florida, Warrington College of Business **December 2022**
Bachelor of Science in Business Administration, Information Systems & Operations Management Gainesville, FL

WORK EXPERIENCE

Navy Federal Credit Union **March 2024 - Present**
Sr Business Intelligence Analyst Vienna, VA

Contribute to NFCU's branch network (spanning 350+ locations) expansion strategy by guiding team decision making and performing advanced data analysis

- Lead quarterly lease renewal meetings by presenting curated quantitative and qualitative insights for department Sr VP and facilitating decision-making among key stakeholders to influence the outcome of 54 contracts (valued at \$7.8M)
- Engage in daily, multi-hour, highly collaborative 1:1 working sessions with fellow analyst to build an ArcGIS Pro Location Allocation Model, which reveals optimal geographic branch locations based on member service needs, directing the placement of 20 new branches so far
- Develop key cashless branch performance and member usage metrics by using SQL, python, and PowerBI & partnering with 3 Regional Associate VPs
- Exercise ownership over project delivery through diligent management of Azure DevOps features and backlog items, enabling effective workload planning and prioritization

Association for Information Systems, University of Florida **January 2023 – December 2023**
Project Manager Gainesville, FL

Led a team of 5 analysts in building a Tableau dashboard used to evaluate the impact of \$1.3B+ in charitable investments across 3 philanthropies and identify neighborhood-specific needs and recommended investment

- Leveraged agile principles to define project scope, requirements, roadmap, and timeline to guide weekly sprints, track progress, and ensure cohesiveness of final deliverables
- Delegated tasks by authoring detailed Trello cards to clearly outline expectations and link to relevant resources
- Became a proficient subject matter expert in relevant public policy research, effectively communicating its purpose, limitations, and advantages to clients, and facilitating its application within the team
- Conducted bi-weekly meetings with 3 director-level clients to gather feedback and steer iterative development
- Published succinct Github documentation and user guide to effectively share results and facilitate project replication

Navy Federal Credit Union **June 2023 – August 2023**
Summer Associate Remote

Performed in-depth data-driven analysis of member behavior at "cashless" branches influencing the planned opening of 3 additional cashless locations

- Identified and assessed key member usage metrics to develop recommendations on how to strategically position cashless branches as a product offering in line with member needs
- Designed an iterative roadmap for incrementally incorporating metrics with increasing complexity to minimize risk
- Presented findings to senior leadership, including department Executive VP, using a clearly structured bottom-line-up-front approach

TECHNICAL SKILLS

Project Management: Azure DevOps, Trello, Confluence

Data Visualization: PowerBI, Tableau

Data Analysis: SQL, Python

Wireframing: Visio