Soraya Campbell

Durham, NC | sorayacampbell[at]gmail.com
| linkedin.com/in/sorayacampbell/ | https://sorayaworldwide.github.io |

Data Analytics | Systems Design & Thinking

Data-driven, creative problem solver and organizational leader with an extensive background in the education sector. Skilled in strategic planning and producing results aligned with organizational goals to increase effectiveness and maximize value. Grounded in analytical thinking and finding solutions through insights gained from data.

Technical Skills

Tableau/Prep | R | SQL | Excel | Dashboard Creation | Machine Learning | Social Network Analysis | Text Mining | Sentiment Analysis | Qualtrics | G-Suite | Trello | Atlassian Confluence | MeisterTask | Terra Dotta Systems | PeopleSoft | Banner | Python | CSS/HTML | Learning Management Systems

Areas of Expertise

Data Analytics | Natural Language Processing | Data Visualization | Project & Program Management | Training Design | Diversity, Equity, & Inclusion | Team Management & Leadership | Strategic Planning

TECHNICAL EXPERIENCE

Assistant Director | Durham, NC | October 2013 – Present
Duke University, Global Education Office

Serve as a member of the senior leadership team using data driven insights to design high-quality programs while continuously assessing programmatic effectiveness.

- **Analyze and leverage data on program effectiveness**, measuring academic and operational benchmarks, to create continuous improvements and make strategic program management decisions
- **Conduct analysis on student enrollment, social network, survey response, and departmental social media data** to make program adjustments and operational efficiencies in serving over 1000 students per year
    - Create dashboards blending enrollment data from student information systems and CRM software to analyze demographic trends and present relevant KPIs to stakeholders for strategic decision making
    - Analyze survey data from Qualtrics assessments using text mining techniques in R such as tf-idf, sentiment analysis (NRC, VADER), word cloud, and topic modeling which streamlined extracting actionable insights significantly
    - Analyze social media data on topics such as Covid-19, higher education, vaccinations, travel advisories etc. using Twitter API for academic research and machine learning classification techniques which aided in decision making regarding resumption of programming post-pandemic
    - Communicate actionable insights by creating effective visualizations utilizing tools such as Tableau, Excel, R/ R Markdown
- **Strategically plan and problem solve** as a member of senior leadership, streamlining and operationalizing policies and procedures and overseeing change management to increase efficiency in serving our stakeholders
- **Provide leadership by onboarding, training, and managing a team** of 5 direct reports domestically; coordinate efforts of international team members of Duke administered programs
- **Coordinate efforts, in collaboration with domestic and international legal and data privacy teams, to bring programs into compliance with General Data Privacy Regulations (GDPR)** which served as a template for other Duke European program sites
- **Utilize advanced Spanish and basic Italian and German language fluency** to scale international partnerships and serve as a liaison between international and US partners

Tableau Developer (contract position) | Raleigh, NC/remote   November 2020 – June 2021
North Carolina State University, Friday Institute
- Collaboratively designed Tableau dashboards for North Carolina Teacher Support Program which illustrated for stakeholders the impact of teacher supports deployed to over 5,000 NC educators

- Cleaned data in Tableau prep, created workflows/outputs, conducted exploratory data analysis, calculated KPIs, and designed layouts and visualizations of key metrics

Program Coordinator | Charleston, SC | August 2008 - October 2013
College of Charleston, Center for International Education
- Executed departmental reporting process (ex. IIE Open Doors, the Center's Strategic Plan, and the Center's Annual Report) utilizing tools such as MS Access and Excel to calculate key metrics for governmental and institutional stakeholders
  - Identified and reconciled data pipeline gaps that contributed to an increase in overall ranking of our departmental as a top sending institution based on number of students
- Created in-house enrollment database using MS Access which increased efficiency in data reporting and data pipelines for external stakeholders
- Supervisor of a team of 4-5 part-time staff and interns

Previous Progressive Roles
Graduate Teaching Fellow | University of Florida | August 2005 - May 2007
Senior Secretary | University of Florida International Center | July 2003 - August 2005
Database Administrator | University of Florida Department of Clinical Psychology | November 2002 - July 2003

EDUCATION

Graduate Certificate, Learning Analytics | North Carolina State University
MS SQL Server 2008 Bootcamp | College of Charleston
Master of Arts (M.A) in Latin | University of Florida
Bachelor of Arts with Honors (B.A) in Anthropology & Classics | University of Florida
Archeological Field School | National Science Foundation Field School in Vésztő Hungry