

KRISTIN ACHESON

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EDUCATION

STILLMAN SCHOOL OF BUSINESS, Seton Hall University – South Orange, NJ

Master of Business Administration in Data Analytics

August 2025

Bachelor of Science in Information Technology Management and Marketing; Dean's List, 6 semesters

May 2024

EXPERIENCE

TICKETMASTER – New York, NY (Hybrid)

Data Analyst Intern - LiveAnalytics

June 2025 – February 2026

- Developed comprehensive audience segmentation and revenue optimization reports in Databricks and dashboards for major clients (NBA, NFL, Broadway, F1) utilizing Excel VBA, SQL, Databricks, and AWS QuickSight to drive data-driven actionable insights and support strategic decisions.
- Conducted QA testing on SQL queries and Python scripts, validating data pipelines and scoring logic to ensure alignment with business rules and accuracy of key metrics used in reporting.
- Built and deployed 10+ internal data visualization widgets using AI tools and SQL CTE's, automating manual reporting processes and reducing delivery time by 50%.
- Authored detailed technical documentation of Python workflows in Confluence and tracked development progress in Jira, ensuring clear, scalable processes for future stakeholders and cross-functional teams.
- Designed, implemented, and optimized a fan experience survey for Major League Soccer teams using SurveyMonkey; collecting 1,000+ high-quality responses, directly supporting insights for VP-level client strategy
- Designed and executed a large-scale email and CRM-driven marketing end-to-end survey to 1M+ customers, generating 7,000+ responses within 72 hours; performed data cleaning, exploratory analysis, and customer segmentation, and delivered data-driven recommendations to internal stakeholders.
- Engineered a market propensity report and developed a dashboard in Amazon QuickSight by implementing z-score statistical analysis for internal stakeholders to easily interact with and understand
- Pitched a data-driven business solution to four senior executives, demonstrating strong communication and collaboration skills; awarded third place in internal pitch competition.

ATLANTIC RECORDS – New York, NY (Hybrid)

Promotions Emerging Talent Associate - Pop/Rock

September 2023 – April 2024

- Led analysis of Hot AC (Adult Contemporary) radio metrics, delivering concise weekly reports with actionable insights to three senior-level executives, driving informed business decisions.
- Created and presented data reports on radio spins, DSP streaming, Shazam trends, and TikTok performance using Excel; synthesized data from Mediabase, Luminate, and Chartmetric, translating multiple complex datasets into strategic recommendations.
- Collaborated cross-functionally with fellow interns on two capstone projects for Atlantic Records artists, aligning project deliverables with branding and promotional strategies.

WSOU 89.5FM – South Orange, NJ (Hybrid)

Promotions Director

May 2022 – May 2023

Specialty Show Host Disc Jockey - Campus Buzz

September 2020 – May 2024

- Wrote quick-turnaround ticket giveaway proposals (valued \$190–\$5,000) under tight deadlines.
 - Hosted and programmed a weekly indie/alt music show, producing 100+ live episodes.
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SKILLS AND INTERESTS

- **Technical Skills:** Python (Pandas, NumPy, Plotly); SQL; Excel VBA; Databricks; Tableau; Power BI; Amazon QuickSight; Qualtrics; Chartmetric; Luminate; PromoSuite; Event Marketing; Experiential Marketing; Survey Design (SurveyMonkey, Qualtrics); Canva; PowerPoint; Google Suite; Microsoft Office; Confluence; Jira.
- **Topics:** Exploratory Data Analysis (EDA); Data Visualization; Business Information Modeling; Market Research; Artist Discovery & Tracking; Social Media Analytics; Music Business Strategy (Grammy Museum: Music Business 101); Database Design and Management; A/B Testing; Data Visualization; Pricing Analysis.
- **Awards:** Winner of the College Station Of The Year at the 2023 National Association of Broadcasters Marconi Radio Awards; Nominated for Best Promotions Director at the 2023 Intercollegiate Broadcasting System Conference.
- **Hobbies:** RuPaul's Drag Race; indie and alternative music; playlist building; New York art museums; local New York bands and venues.