

# Amy Folkestad Analytics Leader & Data Scientist

(720) 301-5606 | amyfolkestad@gmail.com | [Linkedin.com/in/amy-folkestad/](https://www.linkedin.com/in/amy-folkestad/) | Denver, CO

---

Seasoned **analytics leader** who leverages data insights to **align cross-functional teams** toward shared goals. With an infectious enthusiasm for analytics, transforms complex technical requirements into clear, compelling presentations that **drive product innovation** and measurable business growth.

---

## Expertise

### Leadership & Strategy

Cross-functional team leadership  
Executive communication and management  
Organizational transformation

### Product & Business Analytics

User analytics and product strategy  
Technical audits and documentation  
Data architecture, governance and quality

### Data Science & AI

Statistical modeling, machine learning  
Feature engineering, predictive analytics  
AI strategy and implementation

### MS in Data Science:

Colorado School of Mines, currently enrolled

**Bachelors:** Biology, Mathematics, Art

### Certifications:

AWS Certified Cloud Practitioner  
AI & Machine Learning Certificate, UC Berkley  
Tableau & Excel, Maven Analytics

### Technical Skills:

Programming & Data Science: Python, R, SQL, JSON  
Customer Analytics: Google Analytics, CMS  
Visualization: Adobe creative suite, Tableau, Excel  
Project Management: Jira, Asana, ServiceNow

---

## Professional Experience

**Lead User Analytics Analyst** | BLN24 | Census Bureau, 1 year contract

06/2024 - 2025 | Remote

**Core Competencies:** Analytics leadership, Product analytics, C-suite presentations, Google analytics

- **Led user analytics** initiatives to drive **executive decision-making**, optimizing search functionality and product implementations that improved customer experience and data accessibility. (Google Analytics)
- **Managed analytics sprint planning** and KPI tracking, presenting quarterly performance insights to influence product roadmaps, web development planning, and communication strategies. (Jira, Excel)
- Diagnosed and resolved a high impact indexing error, boosting visibility for 215 key pages and driving a **68.2% increase in new users** within one month. (Bing Webmaster Tools, Python, SEO analytics)
- **Trained business intelligence analysts** on user and search analytics, improving the use of analytics and data accessibility across the Census organization.
- Created rapid **Excel-based prototypes** of KPI dashboards to ensure continued access to key analytics data during a business intelligence tool transition.
- Conducted **technical audits** to identify and rectify critical site errors, validating product prioritization through user impact analytics (Google Search Console, Bing Webmaster Tools).
- **Leveraged ChatGPT** to accelerate technical documentation creation and enhance JavaScript proficiency, enabling development of custom analytics solutions in Adobe Launch
- **Engineered a data analytics process** extracting user behavior patterns from URL parameters, creating visualizations that directly informed product updates for the Census Business Builder application, identifying a potential savings of **\$1.56M** each year through replacement of costly software tools. (Python, GA4)

# Amy Folkestad Analytics Leader & Data Scientist

(720) 301-5606 | amyfolkestad@gmail.com | [Linkedin.com/in/amy-folkestad/](https://www.linkedin.com/in/amy-folkestad/) | Denver, CO

---

## AI Product Development | Streamlit Retirement Simulator

2024 | Project while furthering education

**Core Competencies:** AI product development, Machine learning, Predictive analytics, Model evaluation

- Developed an **AI-based retirement simulator** leveraging probability and statistics for **financial forecasting**.
- Partnered with a local wealth management firm to address a need for **visualizing investor behavior**, enabling financial advisors to demonstrate long-term impacts of investment decisions. (Python, Streamlit, Excel)

## Enterprise Data & Business Analyst | Stanley Consultants

01/2023 - 10/2023 | Centennial CO

**Core Competencies:** Executive presentations, Data architecture governance and quality, Compliance

- Reduced HR admin time by 40 hours/month by pioneering an applicant tracking process. (UKG, SQL)
- Influenced HR data architecture by **advising C-suite leaders** on analytics research and modeling.
- **Improved data quality** by updating entry logic to ensure regulatory compliance. (Deltek)
- **Implemented a structured processes** for intake and reporting. (ServiceNow, PowerAutomate)

## Founder & Digital Strategy Consultant | Denver Web Design Studio

01/2013 - 01/2023 | Centennial CO

**Core Competencies:** Leadership, Process optimization, User and marketing analytics, Security

- **Led content, web, and marketing** strategies for a diverse range of 100+ businesses.
- **Scaled business operations**, facilitating change management between cloud ecosystems and SAAS providers. (Cloudflare, Server migration, API, Payment integration)
- **Lowered technology costs by 55%**, researching more affordable solutions and identifying inventive adaptations with existing technologies. (Zapier, CMS)
- **Increased web traffic by 239%** and refined customer segmentation using user analytics & keyword strategy.
- Drove a 32% revenue increase by optimizing content and ad targeting for ideal customer demographics.
- Conducted **A/B testing and UX improvements** to enhance customer engagement and conversion rates.
- **Prevented security breaches** by implementing proactive eCommerce attack countermeasures. (Authorize.net)

## Adobe Instructor | Arapahoe Community College

02/2010 - 10/2017 | Littleton CO

**Core Competencies:** Education, Professional training, Adobe Creative Suite

- Designed and **led professional development** courses for the workforce and community program.
- Taught the fundamentals of Photoshop and Lightroom to empower students to reach their personal and professional goals through the use of Adobe's Creative Suite.

---

## Education

### Colorado School of Mines | Data Science

Statistical modeling & methods, *select graduate coursework*

### Arapahoe Community College | Mathematics | 2024

Calculus II & III and Linear Algebra, 4.0 GPA

### Calvin College | Bachelor of Science

Biology Major and Minor in Art, Principal chair clarinet & Dean's scholar

*Connect with me at*

[Linkedin.com/in/amy-folkestad/](https://www.linkedin.com/in/amy-folkestad/)

*See my portfolio at*

[DenverDataDesign.com](https://denverdatadesign.com)