

ALEX VELEZ

data storyteller | data visualization designer | professional speaker

Former technical data engineer and analyst turned sought-after trainer, speaker, and author in the data communication space. "Alex is a wonderful educator: enthusiastic, fun, knowledgeable. She made some complex things seem easy," (feedback from a recent workshop attendee).

SKILLS

Public speaking
Technical writing
Client relations

MS Excel
MS PPT
Tableau
Data Wrapper

R
SAS
SPSS
SQL Server

WRITING & VIZ SAMPLES

bit.ly/slide-myth
bit.ly/summary-slide
bit.ly/analytical-process

TEACHING SAMPLES

bit.ly/funnel-makeover
bit.ly/chart-annotations
bit.ly/ppt-process

EDUCATION

2015 MS Statistics
West Chester University

2013 BS Mathematics
Millersville University

STORYTELLING WITH DATA, data storyteller from 2019-present

Co-author of *storytelling with data title, before & after*, (Wiley, 2025) featuring real-world case studies of how to improve business graphs and slides.

Facilitates interactive workshops, office hours, and webinars to help adult learners with varying backgrounds improve their data visualization, storytelling, and presentation skills with a consistent 4.8/5 satisfaction rating.

Redesigns real-world visualizations, reports, and presentations for HR, pharmaceutical, technology, market research, and financial organizations using Excel, PowerPoint, Data Wrapper and Tableau.

Responsible for managing and starring on the company's educational YouTube channel, growing the subscriber base from 5K to 21K in two years, and winning the 2022 Most Helpful Data Visualization channel.

Demonstrates and teaches how to create effective graphs and slide decks by creating written, audio, and video content to support the company's blog, podcast, community practicing site, and YouTube channel.

Helps design, create, and instruct the inaugural 10-week online course leading to a 54% virtual completion rate and 5/5 satisfaction score.

PETPLAN INSURANCE, lead analyst & SQL developer from 2015-2019

Responsible for all stages of internal analysis from requirements gathering, data collection, analysis, dashboard design, and presentation of actionable insights to business leaders across the organization (including C-suite).

Key projects: improving customer churn, claims workflow, premium pricing, and serving as SQL developer and architect for enterprise data warehouse.

MOODY'S ANALYTICS, database engineer I & II from 2013-2015

Automate data uploads of economic indicators using Visual Basic, C#, PowerShell and FAME, and use numerical analysis techniques (regression, ratio estimation, smoothing) to prepare data for national and regional economic forecasting models.