

Julia Chambers

240.447.9064 ▪ jchambersusa@gmail.com ▪ [LinkedIn: /julia-m-chambers](https://www.linkedin.com/in/julia-m-chambers)

Data Analyst ▪ AI Specialist ▪ Junior Data Scientist

Work with cutting-edge technologies to analyze, scrub, aggregate, and translate complex data.

Data Analytics and AI professional with a marketing background and proven ability to automate reporting, extract actionable insights, build interactive dashboards, and present findings using Power BI/Tableau, SQL, Python, and Databricks. Hands-on experience building practical AI solutions, including MCP integrations that connect business data to Claude, AI agents in Microsoft Copilot Studio, and AI usage and spend reporting. Skilled in prompt engineering and in applying AI tools to real workflows, as well as taking a project from initial conversation through data gathering, analysis, and clear presentations that drive decisions. Certified in Microsoft Copilot and Agent Administration and growing expertise in AI integration and enablement.

AREAS OF EXPERTISE

- ◆ **PROGRAMMING & QUERY LANGUAGES:** SQL, Python, R (Basic), HTML
- ◆ **ANALYTICS & DATA SCIENCE:** Data Cleaning, Data Visualization, Data Pipelines, Predictive Modeling, Machine Learning
- ◆ **VISUALIZATION & BI PLATFORMS:** Tableau, Tableau Server, Power BI, Microsoft Fabric, Google Data Studio, Jupyter Notebook, Google Colab
- ◆ **WORKFLOW & AUTOMATION:** Dashboard Development (e.g., KPIs), Reporting Automation, ETL Concepts, Azure DevOps
- ◆ **PROFESSIONAL COLLABORATION:** Cross-Functional Team Support, Technical Documentation

AT A GLANCE

- ◆ Built a marketing dashboard to compare campaigns
- ◆ Built several dashboards using Power BI and Tableau
- ◆ Scheduled, cleaned, and formatted data using Python and SQL
- ◆ Used ML tools (TensorFlow + Others) for an Image Recognition Model
- ◆ End to end analysis – data pipelining, dashboarding, and presentation of data
- ◆ Developing a paid video campaigns ROI dashboard
- ◆ Certified in Microsoft Power BI and Tableau
- ◆ Completed professional training programs in AI
- ◆ Presented AI functionality in Power BI to leadership

PROFESSIONAL EXPERIENCE

Data Analyst | Costar Group – Washington, DC

09/2025 to Present

Collaborated with marketing teams to implement data-driven reporting strategies and automation solutions that improved campaign efficiency. Took initiative to analyze performance metrics, develop interactive dashboards, and streamline recurring reports, combining analytical insight with technical optimization.

- Collaborated with marketing stakeholders to identify reporting needs and campaign objectives.
- Collected, cleaned, and transformed raw data from various platforms, ensuring data integrity.
- Developed interactive Power BI dashboards to visualize KPIs and financial reporting insights.
- Automated recurring financial and performance reports, enhancing efficiency in data processes and decision-making.

Marketing & Operations Specialist | Willis Allen Real Estate – Del Mar, CA

02/2024 to 09/2025

Supported a team of real estate agents by implementing data-driven marketing strategies and workflow automation tools. Took initiative to analyze engagement metrics, test content strategies, and reduce repetitive tasks, blending creative outreach with technical optimization.

- Delivered campaign performance insights to agents, enabling data-backed decisions on outreach strategy.
- Consolidated agent newsletter workflow into monthly group sessions, reducing repetitive support meetings by 90%.
- Maintained accuracy and speed of listing updates across high-visibility real estate platforms.

Digital Marketing Specialist | Suncity Advising – San Diego, CA

01/2022 to 01/2023

Blended creative digital marketing with foundational data practices in a client-focused agency setting. Owned campaign reporting, website development support, and SEO implementation, developing early experience in data extraction and client-centric analysis.

- Co-developed custom SEO-optimized website for clients, resulting in a measurable increase in visibility and lead traffic.
- Produced performance reports for social/email campaigns to guide data-driven marketing decisions.
- Developed multi-platform social media campaigns tailored to audience behavior insights.

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Business Administration (B.B.A.), Business Analytics ▪ University of San Diego – Knauss School of Business | 2023

Certifications & Courses:

- ◇ Tableau Desktop Specialist Certification (2025)
- ◇ Microsoft Office Specialist: Excel Associate
- ◇ Microsoft Certified: Power BI Data Analyst Associate (2025)
- ◇ Microsoft 365 Certified: Copilot and Agent Administration
- ◇ Microsoft Certified: Azure Data Fundamentals (2026)
- ◇ Claude Certified Associate - Foundations (In Progress)

SPECIAL PROJECTS

FinOps Financial Reporting Dashboard | Costar Group

- Built financial report dashboard by pulling and transforming cost and budget data from Databricks and Claude into Power BI.
- Designed visualizations to highlight spend trends, cost drivers, and budget variances across business units and timelines.
- Developed executive-level reports using KPI cards, trend analyses, and variance breakdowns to support strategic decision-making.
- Enabled stakeholders and senior leaders to monitor financial performance and identify opportunities for cost optimization.

Funnel.io MCP Integration with Claude | Costar Group

- Connected Funnel.io marketing data to Claude through a Model Context Protocol (MCP) server, letting teams query cross-platform video and campaign performance in plain language.
- Worked through OAuth setup and Dynamic Client Registration issues, coordinating directly with Funnel's developer team to finalize credentials and callback configuration.
- Used the integration to query the Video Performance workspace by platform (YouTube, TikTok, Facebook) and surface top-performing videos by brand.
- Replaced manual data pulls with on-demand AI-assisted analysis, giving stakeholders faster answers on video ROI.

Video Data and ROI Analysis | Costar Group

- Collaborated cross-functionally across multiple brands to collect video performance data from various platforms.
- Streamlined and consolidated disparate data sources to create a unified dataset for analysis.
- Developed interactive Power BI dashboards to visualize spend and video performance metrics.
- Enabled leadership to make informed, data-driven decisions by highlighting trends in video ROI and campaign effectiveness.

Marketing Leads Dashboard | Costar Group

- Built a marketing leads dashboard to display key KPIs for each campaign, providing a clear snapshot of performance.
- Designed visualizations to compare campaign metrics across multiple channels, highlighting trends and areas for improvement.
- Enabled data-driven decision-making by consolidating performance insights and making complex marketing data easily accessible.

Global Cybersecurity Threats Analysis | Independent Project

- Analyzed a decade of global cyberattack records (2015-2024) to uncover patterns in vulnerability types, attack sources, and defense effectiveness across industries and countries.
- Leveraged Tableau to visualize key relationships between attack methods, financial impact, and response times.
- Found encryption and AI-based detection to be consistently linked with lower attack success rates.
- Delivered insights into which sectors are most at risk, the costliest vulnerabilities (e.g., zero-day), and how defense strategies vary in effectiveness by country.

Image Recognition Model Using TensorFlow | Academic Machine Learning Project

- Built a basic convolutional neural network using TensorFlow to classify and recognize images from a public dataset.
- Practiced model evaluation techniques and explored training with pre-built layers.
- Gained foundational exposure to ML workflows, including preprocessing, model tuning, and performance interpretation.