

# YESENIA ESPINAL

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Distinguished leader with over a decade of experience in harnessing data to drive institutional advancements in higher education. Demonstrated proficiency in leading cross-functional teams, ensuring data integrity, and fostering strategic integrations using platforms like Workday. Expertise in transforming data insights into actionable strategies that have directly contributed to significant improvements in student outcomes and retention. Skilled at navigating the complexities of regulatory compliance, while pioneering innovations in business process automation and stakeholder engagement. A visionary with a consistent track record of operational excellence, committed to steering organizations towards data-driven success and holistic growth.

## SKILLS

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Strategic Data Analytics	Business Process Automation	Talent Management & Recruitment
Organizational Leadership	Change Management	Training & Development
Data Integration & Warehousing	Cross-Functional Collaboration	Higher Education Knowledge Management
Regulatory Compliance	Enterprise Resource Planning (ERP)	Project Management
Stakeholder Engagement	Benchmarking & Competitive Analysis	Operational Excellence

## PROFESSIONAL EXPERIENCE

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### Howard University, Washington, DC

#### Associate Vice President for Data Analytics, Office of the Chief Operating Officer 2022 - Present

*Leading data-driven strategies and integrating Workday solutions to enhance university-wide advancements and student success.*

- Pioneered data analytics initiatives, streamlining decision-making processes.
- Ensured top-tier data quality, control, and assurance across university operations.
- Championed Workday integration for comprehensive organizational management.
- Fostered cross-functional teams, driving organizational growth and student outcomes.

#### Director of Institutional Research, Office of Institutional Research and Assessment 2019 – 2022

*Directed data infrastructure, innovating solutions that bolstered student retention and graduation rates.*

- Oversaw a robust data warehouse, optimizing reporting and compliance.
- Elevated student outcomes with a 4% boost in 1-year retention and a 2% surge in 6-year graduation rates.
- Guided the Institutional Research (IR) team, cultivating a culture of excellence.
- Automated business processes, slashing inefficiencies and response times.

#### Data Management Specialist, Office of Institutional Research and Assessment 2018 – 2019

*Championed regulatory compliance, workflow standardization, and facilitated data-driven collaborations.*

- Steered federal and state reporting, upholding stringent regulatory compliance.
- Introduced standardized processes, enhancing productivity and consistency.
- Cultivated robust relationships with internal stakeholders, streamlining data-driven initiatives.
- Implemented an IR student database, elevating enrollment and retention tracking.

#### New York City Department of Education, Data Manager, Talent Strategy 2017 – 2018

*Orchestrated multi-faceted data strategies, shaping teacher recruitment and fostering impactful cross-functional projects.*

- Built a comprehensive teacher leader database, optimizing reporting and talent tracking.
- Unveiled key strategic insights through visually compelling dashboards and analytics.
- Pivoted recruitment, leading to the successful onboarding of 500+ teachers.
- Championed cross-functional projects, bolstering collaboration with external partners.

### St. Joseph's College, Brooklyn, NY

#### Senior Institutional Research Analyst 2014 – 2017

*Steered data initiatives, improved institutional data accuracy, and synchronized IT integrations.*

- Managed vast data sets, fueling in-depth analysis and benchmarking.
- Played a pivotal role in the Data Warehouse Project, refining data accuracy and insights.
- Bridged collaborations with IT, fortifying data security and electronic data services.
- Empowered users through training on Pyramid Analytics Reporting, enhancing report generation capabilities.

#### Acting Director of Institutional Research 2012 – 2013

*Steadied the helm of the Institutional Research Office, integrating best practices while ensuring data integrity and compliance.*

- Sustained the IR office, ensuring on-time, precise reporting and external compliance.
- Engaged actively in higher education conferences, absorbing and integrating leading-edge practices.
- Managed stakeholders' data requests, promoting data-driven decision-making at all levels.
- Strengthened faculty and staff relationships, ensuring smooth office operations.

## **Institutional Research Analyst**

**2010 – 2012**

*Managed institutional data, ensured stringent reporting standards, and streamlined collaborations with external entities.*

- Curated essential institutional reports, leveraging diverse analytical tools.
- Harmonized data extraction and management across multiple databases.
- Assured accurate and timely data for a plethora of external surveys and reports.
- Streamlined data needs, catering to both internal and external information requisites.

## **EDUCATION**

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### **St. Joseph's College, Brooklyn, NY**

Master of Science in Management, Concentration: Organizational Management,

**2021**

Certificate in Counseling

**2013**

### **Polytechnic Institute of New York University, Brooklyn, NY**

BS Business and Technology Management,

**2010**