

SUMMARY

Data-driven problem solver with a growing foundation in Python, machine learning, GIS, and digital communication. Recent Python Developer Certificate graduate exploring real-world applications in health equity, AI-assisted documentation, and accessibility. Passionate about contributing to interdisciplinary research and SaaS projects like DisabilityOps, with a focus on UX, automation, and inclusive design.

EDUCATION

Relevant Coursework: crystaljhollis.com/coursework

DALLAS COLLEGE

Python Developer Certificate

Dallas, TX

05/2025

UNIVERSITY OF NORTH TEXAS

M.A. Interdisciplinary Studies | Interactive and Virtual Digital Communications

Denton, TX

12/2015

B.A. Radio, Television, Film | Management Minor

12/2013

Media Management Certificate

12/2012

PROFESSIONAL EXPERIENCE

MAGNA MEDIA ARTS LLC

Managing Owner

Dallas, TX

2020 - Present

- Led multimedia production and content strategy for clients including universities and non-profits, integrating accessibility and visual storytelling.
- Managed end-to-end operations including budgeting, client communication, marketing insights, and video production using Adobe Creative Suite and OBS.
- Applied an entrepreneurial mindset to grow and adapt the business across diverse client needs and platforms.

SOUTHERN METHODIST UNIVERSITY

Freelance Post-Production Specialist

Dallas, TX

2018 - Present

- Automated post-production workflows using Python to batch rename video files and generate structured shot lists, reducing manual errors and improving asset retrieval.
- Conducted storage analysis of media archives to assess trends in digital file usage and inform future data management strategy.
- Applied metadata tagging standards across large asset libraries, improving discoverability for cross-departmental stakeholders.

PLANET DEPOS

Video Conferencing Technician

Remote

2020 - 2021

- Supported secure remote legal proceedings by facilitating Zoom-based video depositions, ensuring accessibility, link protection, and compliance with confidentiality protocols.
- Managed real-time tech support and document navigation for legal exhibits, mirroring accessible workflow facilitation in multi-stakeholder systems.

VOLUNTEERING

AMERICAN RED CROSS

General Volunteer

Dallas, TX

2024 - Present

GREATER DENTON ARTS COUNCIL

Social Media / Marketing / Multimedia Volunteer

Denton, TX

2016, 2021

TECHNICAL SKILLS

PROGRAMMING & ANALYSIS: Python, R, MATLAB, Kotlin, HTML5, CSS, Visual Studio, PyCharm, IntelliJ
DATA SCIENCE & ML TOOLS: AutoGluon, AutoML, pandas, NumPy, SymPy, Matplotlib, Jupyter Notebook
DATA SCIENCE & ML TECHNIQUES: Feature Engineering, Text Preprocessing, Exploratory Data Analysis, Decision Trees, Regression Models, Hyperparameter Tuning, Clustering
AI TOOLS: OpenAI APIs (ChatGPT, Whisper), OpenRouter, Notebook LLM, GitHub Copilot, Google Gemini
GIS: ArcGIS Pro, ArcPy, geospatial data analysis
DATABASE TOOLS: Microsoft Access, Excel, FileMaker Pro
DESIGN & ACCESSIBILITY: Adobe Creative Suite, WordPress, Dreamweaver
DevOPS & CLOUD: GitHub, AWS basics, Google Drive, Dropbox, BOX, OneDrive
MEDIA & STREAMING: Adobe Premiere Pro, OBS, Zoom, YouTube, Facebook Live

CERTIFICATIONS

- Google IT Automation with Python (Coursera & Dallas College)
 - Machine Learning Through Application (Amazon Web Services Academy & Dallas College)
 - First Aid for Severe Trauma (American Red Cross)
 - Shelter Fundamentals (American Red Cross)
 - Remote Work Certificate (LinkedIn Learning)
 - In-Progress: Google Data Analytics (Coursera & Dallas College)
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PROJECTS

MATERNAL MORTALITY ANALYSIS (PYTHON + JUPYTER NOTEBOOK)

- Used pandas, Matplotlib, and AutoGluon to predict and visualize U.S. maternal health disparities
- Conducted literature review of disparities and challenges in reproductive healthcare

AUTOMATED GEOCODING SCRIPT (PYTHON + ARCGIS PRO)

- Converted place names into spatial coordinates using ArcGIS's geocoding APIs to automate location search.

DIGITAL STORAGE ANALYSIS (PYTHON)

- Used Python scripting to analyze media storage usage by scanning file directories, calculating storage totals, and exporting results for data-driven decision-making.

BATCH RENAME AUTOMATION SCRIPT (PYTHON)

- Developed a Python script to batch rename video files and auto-generate a shotlist containing original and new filenames and video time lengths.
 - Reduced manual editing time by 40% through streamlined workflows.
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MEMBERSHIPS

- Dallas College STEM League, Member, 2023 – Present (Delivered 2025 Commencement Address)
 - Alpha Nu Chapter of Delta Alpha Pi International Honor Society, Member, 2015
 - UNT Chapter of Public Relations Student Society of America, Secretary & Historian, 2015
 - North Texas Television, Executive Producer of *Innovators Today*, 2013 (Student-Run Organization)
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