

ADAM TESKE

Data Analyst

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— EDUCATION —

Oberlin College

B.A. – Psychology

GPA: 3.71

Graduated cum laude June 2022

— CERTIFICATES —

Google Data Analytics Professional Certificate

- Coursera, September 2023

Python & Machine Learning

- Udemy, August 2023

SQL Basics for Data Science

- Coursera, July 2022

— KEY SKILLS —

-Google Analytics

-Salesforce

-Tableau & PowerBI

-Python (pandas, scikit, etc.)

-SQLite / MySQL

-HTML/CSS/Javascript

-Microsoft Office Suite

-Team Coordination

-Attention to Detail

— EXPERIENCE —

Marketing Analyst/Web Developer, Colorado Vocal Arts Ensemble

(Nov 2022 - present)

- Analyzed user engagement, SEO, and other KPI's using Google Analytics.
- Redesigned entire website, increased engagement 31% and new visitors by 11%
- Helped bring in 200 more people to concerts in 2023 as compared to 2022

Research Assistant, Oberlin College

(March 2021 - June 2022)

- Cleaned, analyzed, and visualized millions of points of data using RStudio and Python in various faculty-led research labs.
- Presented findings at the Oberlin College Undergraduate Research Symposium.

Teachers' Assistant, Oberlin College

(August 2021 - June 2022)

- Maintained grade databases for over 100 students across 3 classes.
- Helped design a more efficient system for migrating class credits from Google Sheets to databases on Blackboard.

— PROJECTS —

Analytical Report: CVAE Website Metadata

- Used Google Analytics & Ahrefs to analyze KPIs and propose solutions.
- Also found that mid-winter was when people donated the most, proposed a slightly more aggressive marketing strategy in the months of November and December.

Faculty-Led Research: Stress Test Lab

- Primary focus: Impact of interoceptive/emotional awareness on stress test performance.
- Used Python to analyze data, found a significant correlation between participants' bodily awareness and their performances on the Trier Social Stress Test.

Case Study: Cyclistic Bike Share

- Capstone project for the Google Data Analytics Certificate.
- Used real-world data to determine the most popular ride times for a popular bike share.
- Suggested targeted advertising to casual users near the beach.
- Created an interactive dashboard of my findings using Tableau.