

Austin McClendon

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EDUCATION:

University of Colorado at Boulder, Leeds School of Business

Expected May 2024

B.S. in Business Administration with an Emphasis in Marketing, Business Analytics, and Information Management

Minor in Creative Technology and Design

- GPA 3.4

WORK EXPERIENCE:

Independent Consultant

October 2023 to Present

Data Analyst

Boulder, CO

- Demonstrated advanced technical skills in SQL, Python (Pandas, Matplotlib), Alteryx, Google Data Studio, and Excel for data transformation and analysis.
- Leveraged advanced analytics and visualization tools to extract actionable insights, providing valuable recommendations for customer-centric strategies and market expansion
- Conducted in-depth analyses to uncover patterns and trends, facilitating strategic decision-making and identifying growth opportunities within the data.

Q2 Software

May 2023 to August 2023

Marketing Intern, Programs and Campaigns Team

Austin, TX

- Developed the framework for a predictive scoring model that uses key firmographic and internal metrics from Sales and Marketing Operations tools to mathematically rank and prioritize prospective accounts
- Served as the team's data analyst, merging data from Excel and Salesforce to create concise and insightful reports that contributed to informed marketing decision-making
- Designed and taught regular Excel training session for the entire marketing department enabling team members to self-serve their own reporting and analysis needs
- Regularly assisted in the coordination of marketing and sales campaigns, focusing on behind-the-scenes logistics for webinars, direct mail initiatives, and tradeshow

Hanger Inc.

May 2022 to July 2022

Marketing Intern for \$1 Billion revenue public company

Austin, TX

- Utilized Google Analytics and Google Ads to create Data Studio dashboards to share reporting more easily across the company
- Developed campaign recommendations for a future pediatrics digital campaign, based on past campaigns Impressions and Clicks, specifically looking at CTR and Conversion rates
- Summarized data by manipulating spreadsheets that automated the review of clinician credentials

LEADERSHIP AND ACTIVITIES:

Delta Sigma Pi – Alpha Rho Chapter

August 2021 to Present

Vice President of Professional Activities

Boulder, CO

- Professional co-ed business fraternity dedicated to leadership, brotherhood, service, and professionalism
- Planned and operated 10 professional networking events per semester with companies, such as Vail Resorts, KPMG, FirstBank, FTI Consulting, and Fisher Investments
- Sourced and recruited companies across various industries to satisfy all predominant majors within the fraternity
- Coordinated logistics for each event and marketed to chapter members

SKILLS AND CERTIFICATIONS:

Technical: Salesforce, Marketo, SQL, Python: Pandas Library, Alteryx, Google Data Studio (Looker), Google Ads, Google Analytics, Adobe Illustrator, Excel, and Microsoft Office products.

Certifications: Alteryx Core Designer (2023)