

Avery Willets

Data Scientist

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SUMMARY

Data Scientist with expertise in data preparation, statistical analysis, and machine learning methodologies. Enhanced lead pipeline accuracy through comprehensive audits and delivered actionable insights for marketing optimization, improving campaign performance. Achieved 80% faster report generation via pipeline automation, showcasing ability to streamline processes. Proficient in Python and SQL, driving impactful data-driven decision-making through clear and effective visual communication.

TECHNICAL SKILLS

Programming Languages: Python, SQL, C++	Data Visualization: PowerBI, Seaborn
Machine Learning: Scikit-Learn, Statsmodels	Data Integration: BeautifulSoup, BigQuery, Zapier
Database Management: MySQL, HubSpot	Data Preparation: Pandas, Excel, RegEx

PROFESSIONAL EXPERIENCE

Marketing Data Scientist Intern, University of Advancing Technology	May 2025–Aug 2025
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- Optimize input validity for exploratory and predictive analysis through pipeline accuracy auditing.
- Deliver actionable insights for marketing optimization by analyzing campaign performance trends using statistical and machine learning techniques.
- Enhance campaign tracking by creating and submitting web improvements.

Student Ambassador, University of Advancing Technology	Nov 2023–Aug 2025
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- Accelerate monthly customer funnel report generation by 80% through pipeline automation.
- Elevate data management by integrating client data across multiple platforms.
- Deliver engaging presentations by memorizing a comprehensive script and adapting it to highlight key aspects of the company's services based on client needs.

EDUCATION AND CERTIFICATIONS

Bachelor of Science (B.S.) in Data Science <i>University of Advancing Technology</i>	Sep 2022–Aug 2025
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Associate of Science (A.S.) in Network Engineering	Sep 2022–May 2025
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Associate of Science (A.S.) in Network Security	Sep 2022–May 2025
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Associate of Science (A.S.) in Advancing Computer Science	Sep 2022–May 2025
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Google Analytics Certification <i>Google Skillshop</i>	Sep 2025
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HubSpot Reporting Certification <i>HubSpot Academy</i>	Jul 2025
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