AVERY WILLETS
DATA SCIENTIST

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SUMMARY

Inquisitive and motivated Data Scientist with a strong background in data preparation, statistical data analysis, and machine learning. Proficient in Python and SQL. Proven track record of addressing business problems and clearly communicating actionable insights through visualization to empower data-driven decision making.

TECHNICAL SKILLS

Programming Languages: Python, SQL, C++

Data Visualization: Matplotlib, Seaborn, PowerBI

Database Management: MySQL, SQLite, HubSpot

Data Wrangling & Cleaning: Pandas, NumPy, RegEx

Machine Learning: Scikit-Learn, XGBoost, Statsmodels

Other Tools: Jupyter Notebook, Google API, BeautifulSoup, Linux OS, Excel

PROFESSIONAL EXPERIENCE

Marketing Data Scientist Intern, University of Advancing Technology   May 2025 - Aug 2025
- Audited lead pipelines to improve accuracy, contributing to cleaner inputs for exploratory and predictive analysis.
- Analyzed campaign performance trends and anomalies using EDA techniques, delivering actionable insights for marketing optimization.
- Created and submitted web improvements to enhance campaign tracking.

Student Ambassador, University of Advancing Technology   Nov 2023 - Aug 2025
- Collected and integrated client data from multiple sources into the company's CRM.
- Accelerated monthly customer funnel report generation by 80% through pipeline automation.
- Delivered 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 ACHIEVEMENTS

Bachelor of Science (B.S.) in Data Science   Sep 2022 - Aug 2025
University of Advancing Technology
  Associate of Science (A.S.) in Network Engineering   Sep 2022 - May 2025
  Associate of Science (A.S.) in Network Security   Sep 2022 - May 2025
  Associate of Science (A.S.) in Advancing Computer Science   Sep 2022 - May 2025

HubSpot Reporting Certification   Jul 2025
HubSpot Academy

Threat Intelligence Support Unit Certification   May 2025
Arizona Cyber Threats Response Alliance (ACTRA)

Eagle Scout   Dec 2019
Boy Scouts of America