

# 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 - Present**

- 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 - Present**

- Collected and integrated client data from multiple sources into the company's CRM.
- Performed data validation to maintain data integrity.
- 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 TRAINING

**Bachelor of Science (B.S.) in Data Science**

*University of Advancing Technology*

**Sep 2022 - Aug 2025**

**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**

**Threat Intelligence Support Unit Certification**

*Arizona Cyber Threats Response Alliance (ACTRA)*

**May 2025**

**HubSpot Reporting Certification**

*HubSpot Academy*

**Jul 2025**