AVERY WILLETS

DATA SCIENTIST

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SUMMARY

Inquisitive and motivated Data Scientist with a strong background in machine learning, data integration, data preparation, and database management. Proficient in Python and SQL. Proven track record of clearly communicating actionable insights to technical and non-technical audiences to empower data-driven decision making.

TECHNICAL SKILLS

Programming Languages: Python, SQL, C++

Data Cleaning: Pandas, NumPy, Excel, RegEx

Machine Learning: Scikit-Learn, XGBoost, Statsmodels

Data Visualization: PowerBI, Matplotlib, Seaborn

Database Management: MySQL, SQLite, HubSpot

Data Integration: BeautifulSoup, LibCurl, Zapier, BigQuery, Google API

PROFESSIONAL EXPERIENCE

Marketing Data Scientist Intern, University of Advancing Technology   May 2025 - Aug 2025

- Optimize input validity for exploratory and predictive analysis though 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

- Accelerate monthly customer funnel report generation by 80% through pipeline automation.
- Elevate data resource management; 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   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)