

# AVERY WILLETS

## DATA SCIENTIST

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### SUMMARY

Inquisitive and motivated Data Analyst with a strong background in data preparation, statistical data analysis, and machine learning. Proficient in Python, SQL, and PowerBI. 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

### 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.
- Used Excel to perform statistical analysis and communicated action-oriented insights.
- Collaborated with cross-functional teams to address client needs.
- 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** **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**

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