Eric Michael DeFina

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An independent thinker and a team player with a passion for creative problem solving. Proficient in full life cycle projects involving data warehousing, extracting, transforming and loading data onto business analytic platforms for descriptive and predictive analytic insights. Expertise in presenting and explaining technical analysis of data to non-technical audiences across different business areas.

**EDUCATION**

**Fordham University Gabelli School of Business, NY:** MS in Business Analytics GPA 3.7 August 2015

Concentration in Business Intelligence, Big Data, and Predictive Analytics

**Santa Clara University, CA**: BS Economics GPA 3.6 June 2014

**Santa Clara University, CA**: BS Environmental Studies GPA 3.5June 2014

Recipient of the Environmental Capstone Seminar Grant Award in March 2014

**BUSINESS ANALYTIC TECHNICAL SKILLS**

**Proficiency in Business Intelligence and Data Visualization Software**: AWS, Cloudera, IBM Bluemix, IBM Cognos, IBM Data Studio, Google Analytics, Google BigQuery, GIS, IBM InfoSphere, Jaspersoft, Microsoft Azure, Microsoft Office Suite, Qlikview, SAS, Spotfire, IBM SPSS, STATA, Tableau, IBM Watson Analytics

**Programming Languages and Tools**: API, ETL, Hadoop/MapReduce, Python, R, SQL, NoSQL

**Certification**:Microsoft Project Management Certificate: Technical Institute of America August 2014

**GRADUATE LEVEL COURSES**

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| --- | --- | --- | --- |
| Big Data Analytics | Database Management | Data Warehousing | Data Mining for Bus |
| Text Analytics | Business IT | IT and Sustainability | Web Analytics |
| Business Analytics for Managers | | Business Performance and Risk Management | |

**EXPERIENCE**

**Fordham University MSBA Projects**

**Beer Recommendation Algorithm** *Text Analytics* (Excel**,** Python, R, SPSS, Tableau)

Constructed a recommendation application based on numeric and textual reviews

Mined, processed, transformed, analyzed and presented data for predicting a next beer of choice

**Research and Development’s Effect on Profits** *Business Analytics for Managers* (Cognos, Excel)

Exceptional visualization presentation of R&D’s correlation to profit for top companies

**Image Classification Algorithm** *Big Data Analytics* (API, Azure, Cloudera, Python)

Analyzed 500,000 photos for image classification and clustering for increased social listening insights

**EMPLOYMENT**

**Hudson River Recreation**: Sales Representative and Lead Tour Guide Summer Months 2013-Present

Weekday office manager resolving client inquires and processing payments through phone, email and website

Weekend on-site operations manager leading kayak and paddleboard tours and rentals

Restructured lead generation resulting in a 50% increase in group sales

Initiated social media marketing increasing Facebook users by 43% and creating Twitter, Instagram and Yelp

**Sierra Club**: Social Media Intern September 2012- February 2013

Project Manager: organized, researched and presented analytical data to key stakeholders

Developed, directed and managed multiple campaigns increasing engagement by 300% and donations by 25%

**ADDITIONAL: Leadership and Volunteering**

Santa Clara Division I Athlete: Men’s Varsity Rowing 2010-2014

Eagle Scout and Three Time High Adventure Trek Crew Leader

Chaired the Social Justice and Service Club at Fordham, Recipient of the 2010 Public Advocate Award

Ecuador Missionary Immersion Trip 2009 and Habitat for Humanity Housing Project in Tennessee 2008