**Brody Hill**

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SUMMARY

During my time with Candidate Labs I observed a gap between data projects and business outcomes, highlighting the critical need to align data projects with concrete business goals. Conversations with leaders at Google and Microsoft further fueled my passion for ensuring data projects yield explainable and trustworthy results, particularly for non-technical stakeholders. I believe the principal value of a data professional lies not only in technical proficiency but in the skill to leverage tools like SQL, Python, Tableau, or Excel to drive meaningful change and generate insights that directly impact business success.

EDUCATION

**Baylor University - Waco Fall 2015 - May 2019**

*Bachelor of Business Administration* - Deans List all four years.

**Springboard - Data Science Fellow May 2023 - December 2023***Business Analytics Specialization Track*  
600+ active hour mentor led program focused on the practical application of data analytics / science among real world business problems.

TECHNICAL SKILLS

**Machine Learning:** classification, regression, clustering, feature engineering  
**Coding Languages and Top Skills:** Python, Excel, Tableau, SQL, Power BI  
**Python Packages and Skills:** Scikit-learn, Matplotlib, Seaborn, Plotly, Pandas, Numpy, Scipy  
**Analysis Skills:** Data Wrangling, Data Visualization, Data Cleaning, Exploratory Data Analysis, Data Modeling

RELATED EXPERIENCE

**Data Science Fellow (Business Analytics Specialization Track): Springboard May 2023 - Present**

Completed 50+ mini-projects and three capstone projects, with an intense focus on practically applying data science and analytics to concrete and specific business objectives.

Met with Data Leaders across companies like JP Morgan, Accenture, Google, Microsoft, and Walmart to gain a relevant and practical view of how to apply my curriculum to specific business outcomes.

**Selected Projects:**

**Understanding GPU Feature Importance -** [**Capstone Two**](https://github.com/Brody-Hill/CapstoneTwo)

Wrangled raw data from the wild, cleaned it and performed deep EDA using Tableau and Python, and created

nine different ML models in scikit-learn to understand which GPU hardware features most impact rasterization

performance.

**Predicting Credit Card Fraud -** [**Capstone Three**](https://github.com/Brody-Hill/CapstoneThree)

Wrangled raw data, cleaned and performed EDA using Tableau and Python, and created numerous scikit-learn ML models

to predict credit card fraud based on 500,000 transactions from European card holders.

**An Exercise In Data Storytelling and Visualization - See** [**Here**](https://github.com/Brody-Hill/SpringboardWork/blob/main/Notebooks/Data%20Storytelling2.ipynb)

Our projects are only as impactful as we can communicate. Among the most important skills a data professional can possess is the ability to craft data into story that easy to follow and understand, especially among non-technical stakeholders. During this exercise, I took a dataset on the nutritional value of Starbucks drinks and crafted a story from it.

**Customer Segmentation Analysis – See** [**Here**](https://github.com/Brody-Hill/SpringboardWork/blob/main/Notebooks/Customer%20Segmentation%20Exercise%20-%20Code%20Hidden.ipynb)

Performed Recency, Frequency, and Monetary Value (RFA) clustering to segment customers of an online retailer into three distinct segments (low value, medium value, and high value). Once segments were defined, I visualized the results to begin drawing conclusions about specific customer segments.

**Using SQL to Gather Key Business Insights - See** [**Here**](https://github.com/Brody-Hill/SpringboardWork/blob/main/Notebooks/SQL%20Case%20Study%20Brody%20Hill.pdf)

Designed to test my ability to translate business objectives into SQL queries, I was given a schema and a list of specific questions and was on my own to get the data I needed to an understandable, usable form.

**Business Development: Verifiable Oct 2022 - March 2023**

First BD hire focused on installing the verifiable platform within the healthcare payor space.

Achieved 116% of my assigned quota before leaving to pursue Springboard.

**Talent Manager: Candidate Labs May 2021 - Oct 2022 \*Part of 75% reduction in workforce\***

As the first talent team hire, I played a key role in building the responsibilities and

the initial success of the function. Sourced, interviewed, and closed key roles (typically director through C level) for clients within the a16z, Sequoia Capital, Battery Ventures, and other tier-one VC firms’ portfolios.   
During my time with CL, I closed $1.1M in search fees in one year and made Presidents Club

In the summer of 2022.

**Senior Business Development Specialist: Gartner Jan 2020 - May 2021**

Focused on installing the Gartner for the CFOs product within the State and Local Government Sector.

Exceed 100% of quota every month I was with Gartner. Through LinkedIn outreach, cold emailing,

and cold calling, I sat and conducted meetings with CFOs within state and local government agencies across the West Coast territory.