

Alex Clark

(585) 794-8614 • alexclark36@gmail.com • [Github](#) • [LinkedIn](#)

EXPERIENCE

Dixon Schwabl Advertising

Rochester, NY

Database Specialist

November 2019 – present

- Managed server maintenance including SQL server database creation, structure, maintenance, and inbound/outbound data flows.
- Leveraged Python to access, pull, manipulate, and store data from REST APIs.
- Monitored daily data connections to ensure reliability and accuracy.
- Collaborated with Data Architect, supporting the building and maintenance of complex database systems for business intelligence and marketing applications for Dixon Schwabl and clients.
- Integrated existing APIs and supported the development of new APIs for data transfer and customization.
- Leveraged R to automate the cleaning of +500,000 email addresses.
- Utilized Python to integrate data from contact management system to Salesforce.

University of Rochester

Rochester, NY

Senior Information Analyst, College of Arts, Sciences and Engineering

November 2018 – November 2019

- Used a mix of Cognos data warehouse and R to query complex data sets containing student, faculty, and course section data from multiple data sources.
- Utilized R to perform predictive modeling on application status.
- Interpreted data results into meaningful reports for senior leadership and department heads.
- Collaborated with the University-IT data warehouse team to perform ongoing data warehouse testing and refinement to ensure data integrity.
- Connected Tableau to Cognos data warehouse to enhance customized reports and automate the updating of reports for end-users.

University of Rochester

Rochester, NY

Senior Information Analyst, Business Intelligence

October 2016 – November 2018

- Leverage technical knowledge to improve efficiency of creating reports.
- Utilized R and Python to automate manual monthly/quarterly reports.
- Compile data to accurately answer questions for annual IRS and US News surveys.
- Led consultative meetings with department heads to discuss data needs and solve data issues.
- Worked daily with multiple large healthcare datasets.
- Developed dashboards in Spotfire for department heads and C-suite of URMC to use to gauge overall financial wellness of URMC and departments.

EDUCATION

St. John Fisher College

Masters of Science, Data Science

December 2020

DATA SCIENCE PROJECT EXPERIENCE

Tweet Predictor: [Shiny App](#)

- With a team, used R to model the data and create a Shiny app to predict the Twitter interaction metrics of a tweet as if Clinton, Trump, or Congress accounts tweeted the contents of a user-generated tweet.
- Created linear regression models from a corpus of Clinton, Trump, and Congresses tweets.
- Implemented models in a Shiny app to take a user generated tweet and compute the interaction metrics the tweet would receive based on the Tweeter.

NFL Total Opportunities: [Shiny App](#)

- Scraped ProFootballReference.com player data to get every play for the season of the 2019 season.
- Cleaned data using R and created a Shiny app with visualizations to show the offensive efficiency by player.
- Illustrated how many opportunities each player received each week or through the whole season.
- Utilized advanced NFL metrics to map the average spot on the field a wider receiver is likely to receive a pass.