

# Adam Vajdak

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## EDUCATION

### Syracuse University

MS Data Science | 3.9 GPA

New York, NY

Anticipated Graduation December 2023

### Baruch College

Zicklin School of Business – Bachelor of Business Administration

Major: Marketing

Minor: Psychology

New York, NY

June 2018

## PROFESSIONAL EXPERIENCE

### Strategic Communications Group

Marketing and Communications Manager

New York, NY

January 2015 - April 2022

- Implemented over 20 internal communications events for large, global customers
- Evaluated and optimized several email campaigns achieving an average open rate of 23.54% with click-through rate of 3.1%
- Symbiotically worked with large team to implement a three month interstate roadshow for a large-scale client
- Optimized client spending through organization and execution of various reports

### Maia Moda

Social Media Marketing Intern

New York, NY

June 2018 - September 2018

- Executed successful marketing campaigns while driving heightened social media engagement across multiple platforms
- Delivered a 20% increase in sales via targeted newsletter campaigns utilizing MailChimp
- Increased the number of client interactions on company's website by 136% using Google resources
- Reviewed, analyzed, and distributed information from multiple systems to prepare data reports using Hoot Suite and Google Analytics

### 670 Apartment Corporation

Doorman and Porter

New York, NY

January 2012 - Present

- Responsive problem solving for more than 100 tenant units
- Installed and maintain two fiber optic networks within the building

## ACADEMIC PROJECTS

### IST 707-Applied Machine Learning - Customer Markets Dataset

- Implemented machine learning algorithms to determine new customers' market segment classifications
- Developed computational algorithms and statistical methods to locate patterns and relationships in vast volumes of data sourced from Kaggle
- Conducted quantitative analysis to determine optimal models applicable to the data analysis
- Clearly presented project results to stakeholders

### IST 722- Data Warehouse - Fudgeflix & FudgeMart Merger

- Designed a data pipeline to facilitate merger between two companies
- Created a Star SQL schema to construct a data warehouse with Fact Tables
- Used SSIS to stage and load data documenting the ETL process
- Visualized output data with a Power BI dashboard

## SKILLS

**Tools:** Microsoft Excel, Microsoft Access, Tableau, Power BI, Salesforce, AYTM, Qualtrics, Hootsuite, Mail Chimp

**Coding Languages:** R, SQL, Python, HTML, NodeJS, CSS, JavaScript