

# Adam Vajdak

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Budding data scientist pushing for a career change from digital marketing. I recently finished my master's graduate. In my free time, I am still looking at ways to utilize data better and learn new skills to increase my competency as a data scientist.

## EDUCATION

### Syracuse University

MS Data Science | 3.9 GPA

New York, NY

December 2023

### Baruch College

Zicklin School of Business – Bachelor of Business Administration

Major: Marketing Minor: Psychology

New York, NY

June 2018

## 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 a 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

## PROFESSIONAL EXPERIENCE

### Strategic Communications Group

New York, NY

Marketing and Communications Manager

January 2015 - April 2022/24 hours

- Implemented over 20 internal communications events for large, global customers
- Managed and enhanced analytics trends across various channels using tools such as A/B testing.
- Symbiotically worked with a large team to implement a three month interstate roadshow for a large-scale client
- Optimized client spending through the organization and execution of various reports

### Maia Moda

New York, NY

Social Media Marketing Intern

June 2018 - September 2018/20 hours

- 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 analytics tools.
- Increased company interaction from customers by optimizing campaigns from past data using statistical tools.
- Reviewed, analyzed, and distributed information from multiple systems to prepare data reports using Hoot Suite and Google Analytics.

### 670 Apartment Corporation

New York, NY

Doorman and Porter

January 2012 - Present/40 hours

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

## SKILLS

**Tools:** Microsoft Excel, Microsoft Access, Tableau, Power BI, Salesforce, AYTM, Qualtrics, Hootsuite, Mail Chimp, MongoDB, GitHub, Pandas, Code Tracing.

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