David Supple

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Professional Summary

Data Analyst previously with TwinSpires.com, North America's largest, legal online horse betting company. Collected, cleansed, rendered insights and analytical reports on day to day marketing campaigns that played a critical role in generating over $800 million in annual transactions.

Technical Skills

Languages: Python, SQL, HTML/CSS, R, JavaScript
Data Manipulation: Pandas, R, Google Colab, Excel, BeautifulSoup
Data Visualization: Matplotlib, Plotly, Tableau, BootStrap
Database: PostgreSQL, MongoDB, AWS
Other: Flask, Git Bash, Microsoft Office Suit, Visual Studio Code, Google Analytics

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Projects

The Next Hottest City | https://github.com/sjpozzuoli/Daves_Eagles/tree/main/Presentation
- Analyzed U.S. real estate data to identify cities that may experience increases in values.
- Responsible for building and training machine learning models used to predict values.
- Analysis and visualizations created using Python, R, Pandas, PostgreSQL, Tableau, JavaScript, D3, Leaflet and Matplotlib.

Mission-to-Mars | https://github.com/DSupps/Mission-to-Mars
- Gathered Mission to Mars project data from all over the web to display in one location.
- Created a script that used BeautifulSoup and Splinter to scrape and store data.
- Stored data in a MongoDB, and displayed it using a web app.
- Bootstrap components and mobile-responsiveness were added.

Mapping Earthquakes | https://github.com/DSupps/Mapping_Earthquakes
- Analyzed and retrieved earthquake GeoJSON data.
- Created an insightful and interactive visualization to illustrate the relationship between location and frequency of seismic activity and tectonic plate locations around the world.
- Visualizations created using GeoJSON data, Visual Studio Code, Bootstrap, Python, JavaScript, D3, and Leaflet libraries.

Improbable Beef | https://github.com/DSupps/belly_button
- Analyzed human bacterial species data.
- Created an interactive dashboard that allows a user to filter on a test subject's demographic information and see the bacterial cultures are on their body.
- Visualization created using Visual Studio Code, Bootstrap, Python.

Experience

Isle of Capri Casino Racing Pompano Park   4/2016 - 4/2020
Mutuel Specialist   Pompano Beach, FL
Responsible for establishing and maintaining relationships with high-spending, upper echelon clientele.
- Data Analytics: Analyzed spending behaviors of top-tier clients and reviewed Average Daily Worth (ADW) & Average Daily Theoretical (ADT).
- Compliance: Ensured integrity of wagering activities.

XTeks LLC   11/2015 – 3/2016
Affiliate Account Manager   Boca Raton, FL
Consulting to Affiliate Networks, Marketing & Media Mgmt. Companies, Providing SEM services. Specializing in product segmentation and campaign development at the micro search level.
- Recruited new Affiliates
- Key Account Management
- Aligned Google Adwords paid search campaigns to integrate with SEO keyword strategy

TwinSpires.com   10/2009 - 8/2014
Digital Marketing Analyst   Mountain View, CA
Created, implemented, tracked and analyzed content that increased brand awareness and promotion engagement with players via landing pages, real-time alerts, social media content, email-blasts, and online promotions in accordance with company KPIs.
- Data Analytics: Obsessively manipulated and analyzed data sets related to promotions/player database trends and reported effectiveness to all stakeholders.
- SQL: Maintained Database Schema, tables and performed data manipulation in MySQL.
- Google Analytics: Implemented, developed and administered Google Analytics and Google Tag Manager to effectively analyze website and Marketing activities.
- Collaboration: Communicated, prioritized and influenced with cross-functional team members to execute tasks.

TwinSpires.com   8/2009 – 10/2009
Digital Marketing Coordinator   Mountain View, CA
Assisted Director of Marketing with executing tasks while overseeing all optimized dynamic and static website content. Became the "go-to" resource to ensure short-term and long-term alignment of marketing strategy, KPIs, goals, vision, and execution.
- Coordinated with all internal, external, and third-party agencies to craft effective and engaging content.
- E-Mail: Created and assisted with production of weekly e-newsletter and targeted e-mail campaigns to player database.

Education
Data Analytics Certification: Columbia University
Bachelor of Science: California State University Fullerton – Finance