Patrick Carlin

607-242-1778 pat3carlin@gmail.com | LinkedIn: /pat-carlin 311 E 72nd Street, New York, NY 10021

**Education**

**Syracuse University**: *Whitman School of Management / School of Information Studies* **Aug 2018 - Present**

* Masters of Science: Applied Data Science
* Related Courses: Financial Analytics, Marketing Analytics, Big Data Analytics, Data Warehousing

S**yracuse University**: *Maxwell School of Citizenship and Public Affairs* **Aug 2014 - May 2018**

* Major: Bachelor of Science, Economics
* Minor: Applied Statistics
* Related Courses: Intermediate Mathematical Microeconomics, Econometrics, Mathematical Statistics

## Experience

## Euromoney Institutional Investor (Investment Research division) Aug 2019- Present

## NDR & BCA Research; Manhattan, New York Oct 2020 – Present

*Marketing Analyst – Acquisition and Retention*

* Manage and deliver monthly Marketing Analytics reports to executive team; sales-marketing funnel, channel performance, and lead management analysis across the Investment Research Division
* Oversee budget and spend on Twitter and LinkedIn advertisement based on brand awareness; handle segmentation and demographic breakdown / targeting; including weekly reporting on performance
* Manage one-off visualization and data analytics projects
* Work with Research, Sales, Technology, and Design teams to successfully execute marketing initiatives

## Ned Davis Research (NDR); Manhattan, New York Aug 2019 – October 2020

*Marketing Specialist – Creative and Deployment*

* Created and managed marketing campaign calendar; managed all lead generating marketing efforts including email campaigns and webinars using a number of software’s and platforms
* Aiding sales with all one-off marketing efforts and developed quality tracking metrics and monthly KPI’s
* Used LinkedIn and Twitter to sponsor and create lead generating and brand engagement advertisements

## Pinnacle Investments; Syracuse, New York May 2018 – Aug 2018

*Research/Finance Rotational Intern*

* Aided the Pinnacle Capital Markets team in financial analysis into investment opportunities
* Worked with the M&A on prospecting for the Professional Employer Services at Pinnacle Investments
* Developed lists of 401k, and other retirement plan prospects for the financial advisory department

**Leadership Experience and Community Service**

**Syracuse University Division I Men’s Lacrosse; Syracuse, NY Fall 2014 – May 2019**

*Midfielder; Scholarship Recipient*

* Helped team to back-to-back Atlantic Coast Conference Lacrosse Championships in 2015 and 2016

**Student-Athlete Advisory Committee (SAAC); Syracuse, NY Fall 2017 – May 2018**

*Nominated Team Representative*

* Act as an active liaison between player and coach providing insight on student-athlete life, presenting feedback to ACC/NCAA legislation, and organizing events for the student-athlete body

**Skills**

* Proficient with Microsoft Excel, Word, PowerPoint, RStudio, Python, and Tableau, Hubspot, Salesforce. Experience with SQL, Google Analytics, Adobe Illustrator, Sage SalesLogix, Microsoft PowerBI

**Referrals upon Request**