

Greg Maginn

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PROFILE

- Versatile analyst with a passion for discovering the stories hidden in large data sets.
 - Extremely dedicated employee constantly looking to improve upon company practices and never satisfied with mediocrity or simply following the status-quo.
 - Comfortable communicating technical/analytical findings to any audience of any technical ability in a simple and professional manner.
 - 3+ years of experience in managing people, projects, and marketing campaigns.
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TECHNICAL SKILLS

Tools: Python, Pandas, HTML, JavaScript, Jupyter Notebook, Mailchimp, Google Analytics, Salesforce, TensorFlow, Tableau, Visual Basic, C++, and Scikit-Learn

Databases: PostgreSQL, MongoDB, and R

EXPERIENCE

California State Games, San Diego CA

Marketing Manager | June 2019 – August 2020

- Modernized and restructured organization's website leading to 275% increase in page views per month.
- Through print, digital, and in-person marketing, participants increased by, at minimum, 10% each quarter.
- Led effort to obtain a \$3,000 grant from San Diego Kiwanis Club.
- Participated in successful transition from outdated registration software to comprehensive salesforce platform.
- Created a YouTube account for the organization, obtaining 10,000+ views, and directly leading to signups via links in video descriptions.

Intern | June 2016 - June 2019 (Summer Position)

- Completed overhaul of organizations inventory system, allowing for easier access to all equipment information.
- Attended and established a marketing presence at new events throughout the state of California.
- Acted as gatekeeper for a bustling small office, ensuring all callers felt welcomed and received accurate answers, while not delaying important work within the office.
- Coordinated closely with Qualcomm Stadium staff in preparation of opening ceremonies involving 5,000 athletes.

Ohio State University Athletic Department, Columbus, OH

Men's Lacrosse Head Student Manager | October 2017 - May 2019

- Oversaw a team of up to 6 student managers, managed schedules, and assisted in the onboarding process.
 - Selected to travel to road games due to commitment and proficiency with technical equipment.
 - Received formal training on DV Sport Replay system, and subsequently taught the entire student manager team how to correctly operate technology.
 - Asked to provide additional support to all sports in the equipment room during off season.
 - Acted as focal point for conveying information between student manager team and director of team operations.
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EDUCATION

UCSD Data Science and Visualization Certificate, San Diego, CA

- Intensive bootcamp revolving around practical programming with key input from industry experts.

The Ohio State University, Columbus, OH

- B.S, Sports Marketing, *cum laude*
- Minor: Business | Extensive coursework in computer science engineering