Keon Cummings  
6975 N. Sheridan | 312-972-8848| keon.cummings@gmail.com| https://www.linkedin.com/pub/keon-cummings/15/420/687

Data Analytics Professional  
Object-Oriented Analysis, Design and Development / Data Visualization / REST API and protocols

Data Projects

R Dashboard*:* Google Analytics dashboard using R and Shiny

https://github.com/KeonCummings/r\_google\_analytics

Album Search Engine*:* Album search engine using Ruby on Rails and last.fm’s API

http://keonmusic.herokuapp.com/albums

Daycare Search Engine*:* Daycare search using Ruby on Rails and Yelp’s API

https://chicagodaycarecenters.com/

Technical Tools

R | Java | Ruby | Rails | HTML | CSS | SEO | SEM | Google Analytics | Adobe Analytics | Web Trends B2B & B2C Marketing | Lead Generation | Lead Management | Google Ad Words | Microsoft Excel (Intermediate to Advanced Proficiency) | Liquid Planner, Base Camp, GitHub – Project Management

Professional Experience

Web And Social Media Data Analyst, 12/15 to Present – Imagination Publishing, Chicago, IL

* Responsible for creation of web and social marketing analytics and strategy reporting for B2B and Fortune 500 clients.

Web Analyst, 3/14 to 4/14– Designory, Chicago, IL

* Communicate with business intelligence manager regarding data sources and best practices.

Marketing Analyst, 7/13 to 1/14 – Exact Data, Chicago, IL

* Managing daily lead volume, and relationships with lead vendors.

Marketing Analyst, 4/12 to 6/13 – eSemblance, Chicago, IL

* Gather, analyze, and validate digital marketing web requirements for small to medium sized businesses in the Chicago and greater Chicago area

Web Analyst, 4/11 to 1/13 – Boom Town Rack LLC, Chicago, IL

* Create website development specifications and business requirements.

Business Analyst**,**11/11 to 4/12 – Exelon, Oak Brook Terrace, IL

* Matching web conversion data to internal data (in this case energy efficiency data to web conversion data)

Bookkeeper**,**1/09 to 11/11 – KC’s Academy, Chicago, IL

* Accounts payable & reciaevable: Compile and maintain accounting records for all payable and receivable systems.

**Education**

DePaul University-Illinois  
Master of Science (MS), Computer Software Engineering, 12/16

DeVry University-Illinois  
Bachelor of Science (B.S.), Business Administration and Management, Accounting, 5/08