

Kyle McFarren

✉ kyle.mcfarren@gmail.com ☎ 630-272-4525 📍 Chicago, IL
🐦 [in kylemcfarren](#) 🔗 [KyleMcF1636](#)



Dedicated analytics professional pursuing a Master's in Civic Analytics, blending 20+ years of data-driven marketing leadership with a passion for leveraging analytics to drive positive societal impact. Proven project manager skilled in meeting client goals and advancing organizational capabilities. Seeking position to apply expertise in civic analytics and gain valuable experience in the non-profit/public service sector.

Professional Experience

NSA Media, Lisle, IL 2000-2023

Director, Insights & Advanced Analytics, 2013–2023

- Supported Fortune 500 marketers and retailers with analytics-based media plans designed to support customized local trade areas.
- Transformed diverse client KPIs into compelling narratives, effectively communicating complex data in a storytelling format that empowered stakeholders to grasp insights easily and take actionable steps toward strategic goals.
- Collaborated with multiple client-side leads to effectively mine 1st party CRM data for marketing solutions.
- Developed and continually enhanced multiple proprietary geospatial metrics that relied upon gravity models, predictive analytics or 3rd party research and syndicated data. Models served objectives of driving client ROI, growing sales, increasing foot or web traffic, building loyalty membership, streamlining coupon redemptions, identifying competitive opportunities, predicting grand opening success and managing budgets to the last dollar.
- Established and refined organization's marketing test & measure capabilities across a variety of clients and media types using varying ranges of 1st party data, baseline industry metrics and client specific KPIs.
- Managed critical team of data science experts working within Alteryx, Tableau, SPSS, & ArcGIS. Team maintained client data, built relational databases and ensured availability of relevant and clean data for the organization.

Previous Positions with NSA Media

- o Manager, Special Projects & Demographics/Mapping, 2008-2013
- o Manager, Vendor Database & Media Research, 2008-2011
- o Analyst Specialist, Senior Analyst, Analyst, 2000-2008

Skills

Dashboard Development
Tableau
R
Alteryx
Test & Measure
Design
Storytelling with Data
Technical Writing
Public Speaking

Education

University of Illinois-Chicago, 2023-2025 (expected)

Master of Science in Civic Analytics, Current GPA 4.0

Coursework: Data Management, Data Analytics, Coding Civic Data Applications, AI Machine Learning

- Final course projects have included statistical analysis on the location of affordable rental housing developments in Chicago, development of a policy memo on expanding afterschool programs to all Chicago K-8 schools, and a visual analysis on changes to Chicago Departmental Budgets between the Lightfoot & Johnson administrations.

Elmhurst University, Elmhurst, IL 1996-2000

Bachelor of Science in Marketing; Art Minor