

CONTACT INFO



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Easton, PA



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EDUCATION

Certified Data Scientist 2022
ENTITY Academy/Woz U
GPA 4.0

BA English Literature
Dartmouth College Hanover, NH

TECHNICAL SKILLS

- ❖ Statistical Programming in Python, R, SQL, NoSQL
- ❖ Agile Project Management
- ❖ Metrics and Data Processing
- ❖ GitHub, Trello
- ❖ Data Wrangling
- ❖ Machine Learning and Modeling
- ❖ Advanced Statistical Analytics
- ❖ Natural Language Processing
- ❖ Data Visualization in Tableau
- ❖ Data Interpretation
- ❖ Google Suite/Microsoft Office Suite
- ❖ Apple Pages, Numbers, Keynote
- ❖ Acrobat Pro DC

MANAGERIAL SKILLS

- ❖ Project Management
- ❖ Research to Execution
- ❖ New Business Development
- ❖ Strategy Implementation
- ❖ Content Development and Editing
- ❖ Marketing Research and Consulting
- ❖ Marketing Analytics
- ❖ Communications
- ❖ Digital Strategy

LA-VIE C. BORDE

CAREER PROFILE

Aspiring Data Scientist/Data Analyst with training in collecting, wrangling, analyzing, visualizing, and creating actionable next steps from complex sets of data to help meet organizational goals as well as solve organizational problems and challenges.

DATA SCIENCE FINAL PROJECT

ENTITY Academy/Woz U Group Final Project - Work From Home Exploration

After the pandemic the majority of jobs were converted to work from home positions. This project explores how one's work from home setup, (e.g., access to work environment, available technical support, whether or not they have everything needed to do their jobs effectively) effects their satisfaction with their jobs and their risk level of burnout.

Data Science Project Skills: data wrangling in Python, two-way MANOVA, Independent Chi-Square in R, visualizations in Tableau, presentation in Canva.

PROFESSIONAL EXPERIENCE

SENIOR DIRECTOR OF MARKETING 2016 to 2021
LIFECYCLE TRANSITIONS, QUINCY, MA

- ❖ Developed marketing collateral: copy and layout for company website, training manuals, client brochures, digital content, paid advertising, posts to company blog/social media that enhanced brand image and reputation while delivering key marketing messages.
- ❖ Originated, edited and closed client proposals for new business.
- ❖ Managed employee, client and vendor relations including contracts, onboarding materials, invoicing.

MARKETING PROJECT DIRECTOR 2007 to 2008
NATURAL MARKETING INSTITUTE, NEWTOWN SQUARE, PA

- ❖ Developed client proposals and strategy, including cost analysis and market research.
- ❖ Wrote and edited customized research materials, including proposals, surveys and discussion guides for focus group sessions.
- ❖ Managed and executed accurate data collection, data review and analysis.
- ❖ Wrote, edited and presented research conclusions, next steps to high profile corporate executives.
- ❖ Conducted market research to support new product development and initiatives.

MANAGER, MARKET RESEARCH 2006 to 2007
ACCESS GROUP, WILMINGTON, DE

- ❖ Honed research and analytical skills to contribute to overall financial success of the organization via thorough market research, intelligence analysis, development of sound implementation strategies.
- ❖ Created market intelligence profile reports for 8 student loan guaranty agencies to develop and support strategic guarantor partnership strategy.
- ❖ Analyzed and leveraged existing customer survey data to pinpoint strategies for improvement.