**Matt Garlock**

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**~ DATA SCIENTIST ~**

**QUALIFICATIONS PROFILE**

*Analytical and forward-thinking professional, offering comprehensive experience in data science; backed by competency in stabilizing and scaling data platforms to deliver actionable insights and enable informed decision making.*

Adept at analyzing complex data sets, developing predictive models, and translating technical findings into strategic recommendations for stakeholders at all levels. Well-versed in creating tailored BI solutions aligned with organizational goals using Tableau, Power BI, SQL, and Python. Equipped with problem-solving mindset in managing data science projects; coupled with the ability to train and lead teams to maximize data’s impact on business success. Articulate communicator, with effectiveness in collaborating across departments to streamline workflows, optimize business processes, and achieve measurable outcomes.

**CORE COMPETENCIES**

**Data Collection and Visualization | Statistical Data Analysis | Predictive Model Development**

**Distributed Computing | Process Streamlining | Machine Learning Modeling | Reporting Automation**

**Data Integration and Transformation | Data-Driven Decision Making | Dashboard Development**

**RELEVANT EXPERIENCE**

The Garlock Group | Orlando, FL

**Data Science Finance and Marketing Consultant** 07/2015–Present

* Leverage machine learning algorithms and techniques such as regression analysis, time-series forecasting, and clustering to assess trends, forecast outcomes, and guide strategic decisions.
* Manage the delivery of comprehensive financial planning services through advanced data analysis to improve investment strategies and outcomes.
* Oversee CRM system integration, while maintaining data accuracy and consistency across platforms.
* Create and administer Tableau dashboards to monitor sales performance and customer engagement metrics.
* Train users on CRM systems and data visualization tools.
* Guarantee high system performance and scalability for large dataset management by designing, managing and optimizing BI platforms.
* Drive seamless integration across systems and uphold data integrity by implementing effective auditing and data cleaning practices.

**Career Highlights:**

* Collaborated with cross-functional teams, including marketing and sales, to integrate impactful data visualization strategies that enhanced reporting accuracy and campaign efficiency.
* Enabled real-time data interaction for clients by deploying interactive data visualization dashboards using Tableau and Power BI that aided in making data-driven decision making.
* Consistently grew portfolio by fostering strategic relationships with clients.
* Built and implemented predictive models for diverse clients that drove up to 30% improvement in forecasting precision.
* Utilized predictive modeling to determine customer segmentation and boost marketing that led to a 20% increase in client retention rates.

**OTHER EXPERIENCE**

Aflac | Orlando, FL

**Agent** 07/2012–07/2015

Cantina Laredo | Orlando, FL

**Marketing Manager** 2 years and 1 month

Peabody Hotel Group | Orlando, FL

**Bar Manager** 1 year

50 Brews Bar | Orlando, FL

**Marketing Manager** 1 year and 1 month

**EDUCATION**

**Master of Science in Data Science,** *In Progress (Expected Completion: 03/2025)*

Bellevue University | Bellevue, NE

**Bachelor of Business Administration, Double Focus in Finance and Marketing,** *03/2021*

Bellevue University | Bellevue, NE

*Graduated with Honors*

**PROFESSIONAL DEVELOPMENT**

**Diversity, Equity and Inclusion in the Workplace Certificate**

USF Corporate Training and Professional Education

**TECHNICAL SKILLS**

Microsoft Office Suite (Word, Excel, and PowerPoint) | Python | R | Pandas | SQL | Tableau

Microsoft Power BI | Hadoop | Spark | Salesforce | Archtics

**PROJECTS**

Project Name: **Predictive Analytics for Customer Segmentation** 03/2024 – 08/2024

Role: Data Scientist Organization Name: Major Hospital Group

* Developed and implemented predictive models for customer segmentation using Python that resulted in a 15% increase in marketing campaign return on investment (ROI).

Project Name: **Revenue Forecasting Dashboard** 02/2023–04/2023

Role: Operations Analyst Organization Name: Local Theme Park

* Created an interactive Power BI dashboard for revenue forecasting that prompted real-time analysis and expedited planning time by 25%.

Project Name: **CRM Optimization** 06/2022–09/2022

Role: Business Intelligence Analyst Organization Name: National Realtor Organization

* Optimized CRM workflow through integration of customer feedback loops that led to a 20% growth in customer satisfaction scores.