|  |  |  |
| --- | --- | --- |
|  |  | Matt Garlock  Data Scientist |
| Profile Enthusiastic Data Science Master's candidate with a solid foundation in Business Administration and a successful track record in financial advisory and marketing roles. Proven ability to leverage data for strategic decision-making and business optimization. Currently seeking opportunities to apply analytical skills and data-driven insights in the dynamic field of Data Science. Contact PHONE:  407-267-5292  WEBSITE:  www.linkedin.com/in/matt-garlock  EMAIL:  Matt.garlock@yahoo.com Hobbies Run Disney Marathons  Coach youth sports. |  | EDUCATIONBellevue University March 2021  [Bachelors in Business Administration with a double focus on Finance and Marketing. 3.5 GPA with honors] Bellevue University Expected Graduation March 2025  Masters in Data Science WORK EXPERIENCE **Financial Advisor | The Garlock Group | [Orlando, Fl] | 2015-2023**   * Spearheaded comprehensive financial planning services, utilizing data analysis to enhance investment strategies. * Cultivated strong client relationships, resulting in consistent portfolio growth.   **Marketing Manager | Cantina Laredo | [Orlando, Fl] | 2013-2015**   * Executed data-driven marketing strategies, significantly increasing customer engagement. * Collaborated with cross-functional teams to implement data-driven decisions in marketing initiatives.   **Bar Manager | Peabody Hotel | [Orlando, Fl] | 2011-2013**   * Managed daily bar operations, applying data analytics to optimize inventory management. * Utilized data analysis to identify customer preferences and tailor promotions.   **Marketing Manager | 50 Brews Bar | [Orlando, Fl] | 2010-2011**   * Developed and executed marketing strategies, assessing campaign performance through data analytics.  **SKILLS**  * Data Analysis | Machine Learning | Statistical Modeling * Python, R, SQL | Predictive Analytics | Big Data Technologies (e.g., Hadoop, Spark) * Business Intelligence Tools (e.g., Tableau) * Analytical Problem-Solving | Effective Communication | Team Collaboration |

# Projects \*\*Predictive Analysis of Customer Behavior in Theme Parks\*\* - Developed a predictive model to analyze customer behavior and optimize marketing strategies. - Technologies used: Python, scikit-learn, SQL \*\*Big Data Analysis of Theme Park Visitor Data\*\* - Analyzed large datasets to identify trends and insights to improve visitor experience. - Technologies used: Hadoop, Spark, Tableau \*\*Financial Burden of Childcare Costs Analysis\*\* - Analyzed the financial burden of childcare costs on households in Florida compared to their median income. - Technologies used: R, Python, SQL \*\*Exploratory Data Analysis and Predictive Modeling of Housing Market Trends\*\* - Conducted exploratory data analysis and developed predictive models to understand housing market trends in Florida. - Technologies used: Python, R, SQL, Tableau \*\*Comparative Analysis of Median Income and Inflation in the U.S.\*\* - Performed a comparative analysis of median income in the U.S. in relation to inflation, providing insights into economic trends. - Technologies used: R, Python, SQL

\*\*Predictive Analysis of Customer Behavior in Theme Parks\*\*  
- Developed a predictive model to analyze customer behavior and optimize marketing strategies.  
- Technologies used: Python, scikit-learn, SQL  
  
\*\*Big Data Analysis of Theme Park Visitor Data\*\*  
- Analyzed large datasets to identify trends and insights to improve visitor experience.  
- Technologies used: Hadoop, Spark, Tableau