JEFFREY REEVE
DATA ANALYST

ABOUT

I am a former Market Analyst and Acupuncturist/Herbalist with decades of experience in finance & healthcare. I love telling stories with data and I am passionate about analytics. My work improves processes & efficiencies, clarifies communication with stakeholders, and increases insight within organizations.

QUALIFICATIONS

- Experience in Excel, PostgreSQL, Power BI, Tableau, Python
- Understanding of finance, economics, statistics, business intelligence
- 4 years' experience applying research & analytical abilities in the investment field
- Published analyst & writer whose work was distributed to an audience of more than 2.5 million
- Experience communicating technical, complex material to a non-technical, layperson audience
- Understanding of ETL, EDA, and data cleaning
- Familiar with Github and GIT version control
- Experience with Agile project methodology

EXPERIENCE

DATA ANALYTICS APPRENTICE
Nashville Software School, Nashville, TN / Graduation - April 30, 2021
- Used Excel, including pivot tables, to analyze datasets related to the historic Nashville City Cemetery.
  https://github.com/jeffreyreeve/city-cemetery-burials
- Used PostgreSQL, including case when's, to analyze datasets related to Lahman Baseball Statistics.
  https://github.com/jeffreyreeve/lahman-baseball-data
- Used Power BI to create a dashboard drawing insight from FiveThirtyEight's Halloween Candy Power Rankings.
  https://app.powerbi.com/view?r=eyJrIjoiM2JiZGQ1Y2UtMjE3My00YzkwLWFhMTEtMjBjNmZhNzE3YTAwIiwidCI6IjEwMWRhNTg3LTE4NDMtNGY1Mi04YjhhLTE3YjA2OWM2NmQzMyIsImMiOjJ9
- Used Tableau to create a visual data story capstone project - An Examination of the Cost of COVID-19 in the United States.
  https://public.tableau.com/shared/38CSTRW95?:display_count=y&:origin=viz_share_link
- Used Python, including web scraping, to analyze datasets related to the Nashville Rock 'n' Roll Marathon.
  https://github.com/jeffreyreeve/web-scrapingmarathons/blob/main/web%20scraping%20marathons.ipynb

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EDUCATION

NASHVILLE SOFTWARE SCHOOL
Nashville, TN
Data Analytics Bootcamp

NATIONAL UNIVERSITY OF NATURAL MEDICINE
Portland, OR
Master of Science (M.S.) Oriental Medicine

UNIVERSITY OF WISCONSIN - LA CROSSE
La Crosse, WI
Bachelor of Science (B.S.) Finance

SKILLS

Excel

PostgreSQL

Power BI

Tableau

Python

Github

Research

Analysis

Writing

Project Management

Agile Methodology

Systems Thinking

Economics

Finance

Business Intelligence

Statistics

FINANCIAL SOLUTIONS GUIDE

Elevations Credit Union, Boulder, CO / June 2018 – January 2021

- Analyzed credit & financial circumstances and offered consumer loans (home equity, auto, energy, credit card, personal) as appropriate.
- Recommended digital products & services.
- Provided member service and maintained high NPS scores.

DIGITAL ADVISOR

NATIVE RANK, Denver, CO / April 2018 – May 2018

- Evaluated needs and offered digital marketing solutions as appropriate to small & medium sized business owners.
- Managed entire sales cycle.
- Achieved high conversion & closing percentages.

LOAN CONSULTANT

AUTOPAY, Denver, CO / November 2016 – March 2018

- Evaluated credit and offered auto loans as appropriate to refinance & purchase customers.
- Managed entire sales cycle.
- Achieved high conversion & closing percentages.

LOAN CONSULTANT

iLendingDIRECT, Centennial, CO / April 2014 – October 2016

- Evaluated credit and offered auto loans as appropriate to refinance & purchase customers.
- Managed entire sales cycle.
- Achieved high conversion & closing percentages.

ADDITIONAL EXPERIENCE

MARKET ANALYST

Charles Schwab, Denver, CO

- Researched, analyzed, wrote, edited, distributed, and broadcast Daily Market Updates, Daily Currency Updates, Monthly Mutual Fund Updates, and topic specific pieces to an audience of more than 2.5 million.

INVESTMENT SPECIALIST

Charles Schwab, Denver, CO

- Created custom portfolios by choosing appropriate asset allocation models and selecting proper investment vehicles in a pilot program that developed into a major company division.