

JULIEN GERLOCK

Economics and Analytics Professional

<https://www.linkedin.com/in/julien-gerlock-817298138/>

<https://github.com/juliengerlock>

(615)-574-1508

jgerlock@vols.utk.edu

PROFESSIONAL EXPERIENCE

Nashville Software School

Data Analytics Apprenticeship

Nashville, Tennessee

May 2021 - Present

Intensive hands-on training utilizing real world data with the most widely applicable data analytics software. Implemented analytical skill set for a wide range of datasets including demographics, sports, customer reviews, and employment statistics.

- **Projects**

- Lahman Baseball Data: Utilized SQL queries to provide statistical analysis from historical MLB baseball data
- Metro Codes & Building Permits: Utilized Python scripts to analyze data provided by the Metro Nashville Codes Department to assess the time elapsed between application and completion for the different departments, and provide insight to where improvements could be made
- FIFA Player Statistics: Prepared an interactive dashboard using PowerBi to give a detailed scope into the statistics and attributes of the top 100 soccer players in the world

Nashville Grown

Social Media Director

Nashville, Tennessee

January 2021 - Present

- Implemented modern social media strategies to increase outreach levels for our non-profit produce distribution network
- Helped supply Nashville with locally grown and sourced high quality fresh produce by revamping marketing techniques

Grailaholics - Rare and Exclusive Clothing

Owner / Manager of Sales, Purchases, & Inventory

Nashville, Tennessee

December 2014 - Present

Grailaholics is a reputable online clothing storefront that I created by curating a rare and valuable collection of extremely limited and vintage streetwear, designer brands, and accessories and marketing it to a niche community of collectors and buyers.

- Gained over 8,000 followers and successfully completed 90+ transactions, all with positive feedback
- Generated revenues exceeding \$50,000 over the years with an initial investment of \$500
- Developed skills in conducting business transactions, creating customer equity, and providing excellent customer service if any problems arise in the transaction
- Effectively used supply chain and logistics practices by shipping invoices in a timely fashion, minimizing transportation costs, and maximizing profits through client relationships and networked connections

First Horizon National Bank

Universal Banking Associate

Nashville, Tennessee

July 2020 - December 2020

- Performed both Teller and Financial Services Representative responsibilities to provide a variety of services involving receiving and paying out money, and maintaining accurate records of all transactions
- Developed and retained long-term and profitable customer relationships to maximize revenue growth
- Responsible for maintaining high customer service and procedural standards
- Provided fulfillment of retail banking products either through referral based leads, prospecting lists or self-sourcing. Performed basic to moderately complex sales tasks

Apex Energy Solutions

Sales Partner / Marketing Representative

Nashville, Tennessee

August 2019 - March 2020

- Expanded company exposure and increased generation of sales by marketing our services directly to homeowners
- Effectively use analytical resources to track and identify past & future clients, sales, and appointments and increase company revenue by \$200,000

EDUCATION AND CERTIFICATIONS

Nashville Software School

Data Analytics Apprenticeship

Nashville, Tennessee

Graduation: August 2021

- *Data Analytics Certification - Nashville Software School*

- Full-time 15-week comprehensive data bootcamp
 - SQL (PostgreSQL), Excel (Basic Functions, Pivots, V-Lookup), Python, PowerBI, Tableau

The University of Tennessee, Knoxville - Haslam College of Business

Knoxville, Tennessee

Bachelor of Science Degree in Business Administration

Graduation: May 2019

Major: *Economics/Business Analytics*

Cumulative GPA: 3.36/4.00

- *University of Tennessee Knoxville*

- *Microsoft Office Excel Specialist Certified* - Specialist in Microsoft Excel and other Microsoft Office programs
- *DataCamp: Intermediate R Course - Data Analytics & Statistics*

INVOLVEMENT & AWARDS

Alpha Kappa Psi Professional Business Fraternity

Member | Marketing Team

- Developed and attained a premier set of professional business skills through networking, public speaking, volunteering, and recruitment of new members

University Of Tennessee Knoxville

Volunteer Scholarship

- Achieved through ACT score of 32 and cumulative HS GPA of 3.74

McClung Public Speaking Contest

- Placed 6th out 800+ students in the communications department for public speaking

Young-Williams Animal Center

Advocate

- Created a dynamic and engaging non-profit campaign through business professional communication, visual aids throughout campus, and other tactics to raise \$500+ for YWAC