SIMON MACK

DATA ANALYST | PROJECT MANAGER

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ABOUT ME

In my background in project management, I focused on coordinating a team to create high quality products that met our clients marketing needs and helped them reach their goals. From there, I decided to change paths. Because of my interest in problem solving and data, I enrolled in Nashville Software School, where I'm learning the essential tools of data analysis. I'm driven by exceeding the expectations of the client through transforming messy, raw data into relevant, useful insights that will help them, and therefore my team, be successful.

SKILLS

- Tableau
- Power BI
- SQL (PostgreSQL)
- Excel (PivotTables, VLOOKUP)
- Python
- Data Analysis
- Git/GitHub
- Agile Workflow

PROFESSIONAL EXPERIENCE

DATA ANALYTICS APPRENTICE | NASHVILLE SOFTWARE SCHOOL | NASHVILLE, TENNESSEE | MAY 2021 - PRESENT

Nashville Software School is a nonprofit organization that prepares its students for careers in a variety of coding fields, including data analytics, through team-based, project-based learning.

PROJECTS INCLUDE:
- **App Trader (SQL, Excel):** Cleaned, explored, and analyzed data from the Apple App Store and Google Play Store. Visualized and presented data-based investment recommendations on the top 10 most profitable apps in both app stores, as well as what genres, price ranges, and content ratings of apps tend to be the most profitable.
- **OMH Transgender Patients (Power BI, Excel):** Cleaned, explored, and analyzed data from the New York Office of Mental Health (OHM) patient survey to provide actionable insights on how the OMH can better serve its transgender population. Created interactive dashboard and provided recommendations based on patient location, sexuality, race, health information, education level, and employment status.
- **Nashville.gov APIs (Python):** Used the SODA API to retrieve two datasets from data.nashville.gov: Metro Public Wi-Fi Locations and Metro Resident Survey Responses. Merged these dataframes to explore and analyze them, and in doing so, discovered and visualized a moderate correlation between the percentage of residents without home internet access in a zip code and the number of public Wi-Fi locations in that zip code.

PRODUCTION PROJECT MANAGER | RELATIONARY MARKETING | NASHVILLE, TENNESSEE | SEPTEMBER 2018 – MAY 2021

Relationary Marketing is a turnkey podcast production agency for B2B content marketing.
- Managed projects, including live event recordings, to maintain an efficient workflow and ensure the success of the team
- Led the creation of Relationary's own branded podcast and blog to attract and inform prospects
- Assisted with the editing, screening, and transcription of various podcast episodes to ensure our clients received high quality products in a timely manner

EDUCATION & CERTIFICATIONS

DATA ANALYTICS CERTIFICATION | NASHVILLE SOFTWARE SCHOOL | NASHVILLE, TENNESSEE | AUGUST 2021

B.A., CREATIVE MEDIA | THE UNIVERSITY OF ALABAMA | TUSCALOOSA, ALABAMA

- Graduated summa cum laude
- Minor in women's studies