



Paul McGee

ASPIRING DATA ANALYST

CONTACT

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EDUCATION

Binghamton University

Master of Business Administration
Concentration in Business Analytics
2020

SUNY New Paltz

Bachelor of Science in Marketing
Minor in Psychology
2015 - 2019

ADDITIONAL INFORMATION

Computer Skills: RStudio, SQL, Python, SPSS, GitHub, Microsoft Office Suite

Certifications: Completed 75-hour Data Analyst Track in RStudio and SQL through DataCamp
Certified in Google AdWords for Search, Google AdWords for Mobile and Google Analytics

Coursework: Advanced Business Statistics, Data Mining & Business Intelligence, Data Driven Marketing, IT for Business Analytics, Advanced Modeling for Decision Making, Essentials of Programming, Optimizing Customer Strategy

PORTFOLIO

https://pmcgee57.github.io/Paul_McGee_Portfolio/index.html

PROFILE

I am a recent MBA graduate who has a passion for problem formulation and solution. I find great satisfaction in diving headfirst into a project and using data to perform analyses, locate areas of interest and provide answers. I thrive in team environments but also know the importance of taking pride in your own independent work. I have a passion for learning and have continued to further my education after graduation through online courses and completing my own personal projects in data analytics and data science, which can be found in my online portfolio.

PROFESSIONAL EXPERIENCE

Investment Sales Intern

Cushman and Wakefield | Manhattan, NY | June 2018-August 2018

- Updated, joined, queried and cleaned large datasets of client information from online real estate databases and Microsoft Excel to be used for marketing purposes
- Created a territory map of Midtown East, highlighting investment properties of interest and retail establishments using government tax map information to visualize investment opportunities for clients
- Aided in creation of listing packets for investment property, including researching comparable properties for market analysis and ensuring correctness of information regarding the property's metrics
- Updated information and reported on company property listings on commercial real estate websites, such as Costar and Crexi, which assisted Brokers in prospecting clients

Search Engine Optimization Intern

Interact Marketing | New Windsor, NY | February 2018 – May 2018

- Implemented search engine optimization techniques to improve clients organic search rankings by using best Google practices, performing keyword research, updating keywords and meta tags and helping optimize websites for desktop and mobile use
- Monitored and measured client data on Google Analytics to ensure implemented marketing decisions were achieving desired results and looking for other optimization opportunities through data analysis
- Utilized Google AdWords to create digital advertising for clients on desktop and mobile browsers

Title Analyst

First American Title Insurance | Riverhead, NY | June 2017 – August 2017

- Abstracted and analyzed real property documents from county records and databases such as deeds of trust, easements, court orders relating to foreclosures, surrogates' rulings, tax assessments and other applicable instruments to help ensure correct chain of title
- Generated new assignments for staff to complete based on priority and volume required for a given day to improve workflow in coordination with management