Cole Rauscher

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OBJECTIVE

Recent Data Science graduate with a Marketing specialization, passionate about applying analytics to real-world business challenges. Skilled in Python, R, and SQL, with experience designing marketing strategies and creating content that drives engagement. Proven ability to interpret data, visualize results, and communicate insights to diverse audiences. Seeking a data analyst or similar role where I can blend technical expertise with strategic creativity.

EDUCATION

Daemen University   Amherst, NY
                                                                                                         May 2025

Bachelor of Science in Data Science – Marketing
- Founders Scholarship Recipient | Dean's List 2023–2024 | Major GPA: 3.7

TECHNICAL & MARKETING SKILLS

Languages & Tools: Python, R, SQL, C++, Excel.
Data Science & Machine Learning: Data mining, predictive modeling, supervised & unsupervised learning, classification & clustering, feature engineering, model evaluation.
Data Analysis & Visualization: Exploratory data analysis (EDA), statistical modeling, data wrangling; visualizations with ggplot2, Seaborn, Matplotlib, Pandas.
Marketing Analytics: A/B testing, campaign performance metrics (CTR, CPC, revenue), digital strategy, ecommerce optimization.
Content Creation: Promotional writing, flyer, and graphic design (Canva), social media strategies.
Soft Skills: Critical thinking, communication, teamwork, data storytelling, customer relations.

EXPERIENCE

Collegiate Village   Buffalo, NY
                                                                                            January 2025 – May 2025

Marketing Intern
- Created and distributed promotional content that increased leasing campaign engagement and renewals.
- Produced written, video, and image content for social and print media; supported marketing events and tours.
- Captured multimedia content and maintained CRM accuracy while coordinating tours and responding to inquiries.

Genesee Rugby Club   Batavia, NY
                                                                                          December 2024 – Present

Co–Social Media Coordinator
- Help grow Instagram engagement by 30% through consistent, audience-targeted content; use Canva for graphics and analytics to guide content strategy.

Patriot Sealers   Rochester, NY
                                                                                            May 2022 – August 2024

Crew Lead – Driveway Sealing & Paving
- Led a 3–4 person team completing up to 12 driveways/day, coordinating logistics and ensuring quality service.
- Handled daily payments, records, and on-site customer resolution with professionalism and high satisfaction.

PROJECTS

Predicting March Madness Results Using Random Forest
- Built a Random Forest model in R (caret, randomForest) to predict NCAA outcomes with 91% accuracy.

Time Series Analysis of Temperature Changes Across the World
- Applied ARIMA modeling and seasonal decomposition (forecast, tseries) to global temperature data, revealing long-term warming trends and regional anomalies.

Custom Implementation of XGBoost to Predict CTR from User Data
- Coded XGBoost from scratch in R to predict ad click-through rates (AUC 0.86), then benchmarked against xgboost package for accuracy and interpretability.

Spatiotemporal Analysis of Crime in Buffalo, NY: Before and After COVID-19
- Used sf, spatial clustering, and time-series models to visualize hotspots and quantify shifts in crime patterns in Buffalo across COVID periods.