

# Roneil Boodie

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## SUMMARY

Aspiring data-driven leader with a growing foundation in applied analytics, marketing strategy, creativity and user experience. Focused on leveraging data to drive smarter decisions, optimize campaigns, and solve real-world problems. Currently pursuing a Master of Science in Applied Analytics at Columbia University.

## EDUCATION

**Columbia University**, New York, NY Expected Fall 2026

Master of Science, Applied Analytics

Relevant Coursework: Fundamentals of Data Engineering | Storytelling with Data and AI | Applied Machine Learning

**Baruch College**, New York, NY. Bachelor of Business Administration, Marketing Management May 2023

## TECHNICAL SKILLS & CERTIFICATIONS

**Programming Languages:** R, Python, HTML5 / CSS3, JavaScript (Bootstrap)

**Data Analysis and Visualization:** Tableau, Google Analytics, Looker Studio, Seaborn, Matplotlib, Google Cloud Managemen, SQL (Postgres), NoSQL (MongoDb, Neo4J)

**Machine Learning and AI:** RapidMiner, NumPy, Pandas, TensorFlow

Google Certificate in Digital Marketing and E-commerce

September 2025

## EXPERIENCE

**Eighthbar Collective**, New York, NY

August 2023 - June

2025

*Paid Media Specialist*

- Strategized, launched, and optimized multi-channel paid media campaigns, driving a 15% improvement in campaign efficiency through precise audience targeting and budget management.
- Developed, automated, and managed campaign performance dashboards in Tableau and Excel, delivering actionable insights to internal stakeholders and external vendors to inform ongoing optimizations.
- Partnered cross-functionally with Social media, Display, Search, Programmatic, and Custom Content teams to align creative strategies with paid media objectives and enhance campaign effectiveness.
- Conducted in-depth audience segmentation based on demographics, interests, and behaviors to maximize campaign reach and reduce cost per acquisition by ~20%.
- Managed and optimized media budgets, bid strategies, and platform allocations across various ad ecosystems to ensure optimal ROI and achievement of clients' KPIs
- Lead monthly performance reviews and client reporting, translating complex data into strategic recommendations that contributed to an 18% year-over-year performance increase.

**IBM**, New York, NY

May 2022 - August

2022

*UX Research Intern*

- Conducted user research including interviews, usability tests, and journey mapping to inform homepage redesigns and product improvements from Adobe Target
- Presented research reports and user behavior analyses to cross-functional stakeholders, influencing a 40% improvement in web visitor data collection strategies.
- Designed and launched surveys using UserZoom, increasing user feedback response rates by 35% through strategic audience targeting.
- Synthesized research findings into actionable insights, driving a 25% increase in user-centered decision-making across design and product teams.

- Collaborated within agile teams to integrate user feedback into iterative product development, advocating for user-first design practices.