

Roneil Boodie

New York, NY | 347-366-5098 | rb3904@columbia.edu | [linkedin.com/in/roneil-boodie](https://www.linkedin.com/in/roneil-boodie)

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 Management, SQL (Postgres), NoSQL (MongoDb, Neo4J)
Machine Learning and AI: RapidMiner, NumPy, Pandas, TensorFlow

Google Certificate in Digital Marketing and E-commerce September 2025

EXPERIENCE

Eightbar Collective, New York, NY
2025 August 2023 - June

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
2022 May 2022 - August

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.