Adam Koplik
Data Scientist

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TECHNICAL SKILLS

Programming:	R, Python, SQL, ArcGIS, HTML, CSS, Excel
Data Analysis:	Machine Learning, Predictive/Time-Series Modeling, Linear Algebra, Linear Optimization
Visualization:	Tableau, R, Dashboarding, Canva
Other:	Microsoft Office, eCommerce, WordPress, Shopify, SEO Marketing

EXPERIENCE

Digital Marketing Executive — **May 2025 — Present**
Murray's Chicken — *Remote*

- Overhauled and optimized company website using WordPress, Shopify, WooCommerce, and custom HTML and CSS, significantly improving SEO and user experience.
- Launched influencer outreach campaigns targeting food creators to drive brand awareness and product engagement.
- Managed e-commerce operations, including processing online orders and ensuring smooth fulfillment and customer service.

Financial Data Analyst (Intern) — **May 2024 — Aug 2024**
Murray's Chicken — *South Fallsburg, NY*

- Advised C-suite at mid-sized poultry company with no analytics team.
- Built R dashboard to model grain cost scenarios and optimize margins.
- Applied machine learning in R to forecast commodity prices and guide pricing decisions.

Environmental Research Assistant — **Jun 2023 — May 2024**
Hamilton College — *Clinton, NY (Hybrid)*

- Researched Arctic vegetation change using satellite imagery with Prof. Heather Kropp, co-authoring a paper accepted in *Environmental Research: Ecology.*
- Trained a CNN to classify land cover in the Kolyma region, improving environmental monitoring.

Climate Data Analyst (Intern) — **Jun 2023 — Aug 2023**
Ulster Country Government — *Kingston, NY (Hybrid)*

- Led intern team, publishing their work to a website for project visibility.
- Built ArcGIS dashboards analyzing climate issues in Ulster County, including analyses of disadvantaged communities and healthcare deserts.

EDUCATION

Bachelor of Arts: *Concentration in Data Science*
Hamilton College — **May 2025**

FEATURED PROJECTS

- Be the QB: Optimizing Offensive Play Calls – *2025 NFL Big Data Bowl*
- How Work From Home Policies Are Reshaping Unemployment Across the U.S.
- The Electoral Impacts of Severe Weather Events
- 2024 Presidential Election Model