Adam Koplik
Data Analyst

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TECHNICAL SKILLS

Programming:	Python, R, SQL, SAS, ArcGIS, HTML, CSS, Excel
Modeling & Analysis:	Time-Series Forecasting, Machine Learning, Econometrics, Risk Modeling, Optimization
Visualization:	Tableau, R Shiny, Matplotlib, Dashboarding, Canva
Tools & Other:	Microsoft Office, WordPress, Shopify, Git, Bloomberg (familiar)

EXPERIENCE

Digital Strategy & Analytics Executive — June 2025 — Present
Murray's Chicken — *Remote*

- Led data-driven marketing strategies, applying A/B testing and performance metrics to optimize e-commerce ROI.
- Analyzed customer data and web traffic trends to inform targeted outreach and improve SEO rankings.
- Managed internal analytics for operations and sales forecasting.

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

- Developed time-series models in R to forecast grain and commodity costs, improving pricing accuracy in volatile markets.
- Built a dynamic dashboard using Shiny and R to simulate cost and margin optimization under fluctuating economic scenarios.
- Presented model outputs and financial insights to executive leadership to support strategic pricing and procurement decisions.

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

- Co-authored a peer-reviewed publication on Arctic land cover change using satellite data and deep learning.
- Built and trained convolutional neural networks (CNNs) for geospatial classification tasks in R and Python.
- Conducted statistical modeling and image analysis to evaluate environmental risk over time.

Executive, Staff Editor, Staff Writer, Social Media Consultant, Podcaster — Oct 2018 — Present
Diamond Digest — *Remote*

- Cover the New York Yankees and broader MLB news for an analytically driven baseball publication
- Co-manage Twitter account with 6,000+ followers; appear regularly on podcasts and live broadcasts
- Serve on the Executive Team, addressing writer disputes, overseeing financial operations, and leading long-term strategic planning

Athletic Communications Associate (Intern) — Aug 2018 — Jun 2021
SUNY New Paltz — *New Paltz, NY*

- Produced photos and video, wrote press releases, previews, and post-game recaps for varsity sports
- Conducted player and coach interviews, compiled live statistics, and operated official social media channels
- Play-by-play broadcaster for all men's and women's basketball games during the 2019–20 season
- Co-developed and co-hosted a weekly radio show focused on collegiate and professional sports issues

EDUCATION

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

FEATURED PROJECTS

- **Commodity Cost Impacts**: Simulated cost fluctuation scenarios and recovery risk using time-series data and commodity market trends to support strategic pricing and margin optimization.
- **NFL Big Data Bowl:** Developed a multinomial logistic regression model to optimize play-calling in various game states.
- **Remote Work & Unemployment**: Applied regression modeling to examine labor market resilience across U.S. states post-COVID.
- **Election Forecasting**: Built a predictive model incorporating polling, weather events, and historical trends for 2024 U.S. elections.