

Tony DiRubbo

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St. John Fisher University – Rochester, NY
Bachelor of Science; Media Management
Minor: Data Analytics
Honors Program | Trustees Scholar

May 2024

KEY COURSEWORK

Honors Keystone Personalized Research Experience *Fall 2022*

- Created an [article](#) comparable to professional data journalism about a current news event
- Used R to clean data which was brought into Tableau to create powerful visualizations
- Findings were presented at a research symposium
- Awarded scholarship funds by Washington Media Scholars Foundation for research

MKTG 324 – Marketing Research *Fall 2023*

- Conducted the collection and analysis of qualitative and quantitative data for exploratory and confirmatory research with application to many real-world scenarios

COMM 363 – Media Research & Analytics *Fall 2022*

- Used Google Analytics, Tableau, and Excel in work with a client to analyze various trends so that the clients' digital presence could be improved

COMM 269 – Web Design *Fall 2020*

- Used HTML, CSS, and JavaScript to create numerous websites to fulfill various goals

WORK EXPERIENCE

St. John Fisher University – Rochester NY

Math Tutor | Tutoring Center *August 2021 – Present*

- Assists students with the development of their mathematical understanding in a supportive learning environment
- Reinforces students' understanding of concepts such as Python, Excel, R, and Java

Student Committee | Soaring Research Publication *Fall 2023 – Present*

- Worked on a student-run research publication focused on Fisher's undergraduate research
- Contacted individuals to submit research as well as blindly review research for publication

Team Connection – High Point NC

Web Design Intern | Sport Fuels Life *Summer 2023*

- Provided consultation and helped improved the overall design of SportFuelsLife.com
- Additionally performed maintenance on the database for Team Connection
- Work was completed remotely

ACTIVITIES & ACHIEVEMENTS

St. John Fisher University – Rochester NY

Varsity Cross Country and Track and Field *August 2020 – Present*

- *Empire 8 Torchbearer Award Inaugural Winner*
 - Presented to the athlete with the highest GPA in the conference

NCAA Student Athletic Advisory Committee *September 2021 – Present*

- Meets with a committee made up of select student-athletes assembled to provide insight on the student-athlete experience

Computer Languages: Java • JavaScript • HTML + CSS • R • Python • SQL

Software: Tableau • Microsoft Excel • Microsoft Access • Google Analytics • SPSS