

Anthony Cook

ajcook2u2@gmail.com | (916) 459-5269 | ajcook2u2.github.io | Knoxville, TN (Can Relocate)

Skills

Google Sheets

Excel

SQL

Python

R

Machine Learning

Data Preprocessing

Data Analysis

Data Visualization

Data Storytelling

Tableau

Power BI

Google Analytics

A/B Testing

Market Research

Marketing Strategy

HTML/CSS

Certifications

Advanced Data Analytics

Machine Learning A-Z

Google Digital Marketing

Professional Summary

Detail-oriented Data Professional with extensive experience in data preprocessing, analysis, visualization, and machine learning. Dedicated to uncovering insights and driving data-driven decision-making using advanced analytical and machine learning techniques. Committed to continuous learning and applying cutting-edge technologies to drive results.

Experience

Paid Search Analyst

Oct 2022 - Present | Tombras | Knoxville, TN

- Conducted thorough data analyses to optimize digital marketing campaigns and improve client Return on Investment (ROI).
- Leveraged data preprocessing and visualization techniques to uncover insights and identify opportunities.
- Developed data-driven strategies to enhance ad performance and conversion rates.
- Collaborated with clients to build business intelligence, understand their goals, and provided tailored, data-backed solutions.

Achievements: Increased data-driven decision-making quality and efficiency through advanced analysis techniques and drove over 240% YoY growth in conversions with minimal budget increase.

Projects

Revenue Forecasting

Assisted the data analytics team in forecasting revenue by location with ~18% MAPE.

Robyn MMM Dashboard

Developed an interactive Robyn MMM dashboard in Tableau that can simulate impacts on KPIs based on marketing reallocation in real time.

Report Automation

Developed a proof of concept for semi-automating reporting using LLMs.

Education

Master of Computer Science

University of Colorado Boulder | To Be Completed in 2026