

# Anthony Cook

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

## Skills

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Google Sheets

Excel

SQL

Python

R

Machine Learning

Data Pre-Processing

Data Analysis

Data Visualization

Data Storytelling

Tableau

PowerBI

Google Analytics

A/B Testing

Market Research

## Certifications

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Advanced Data  
Analytics

Machine Learning A-Z

MySQL Bootcamp

## Professional Summary

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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

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### 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

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### 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

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### Master of Computer Science

University of Colorado Boulder | To Be Completed in 2026