

# Anthony Cook

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## 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.

## Skills

Sheets	Excel	SQL	Python	R	Machine Learning
Data Preprocessing		Data Analysis	Data Visualization		Data Storytelling
Tableau		Google Analytics	A/B Testing		Market Research

## Certifications

Advanced Data Analytics   Machine Learning A-Z   MySQL Bootcamp

## Experience

### Paid Search Analyst

Oct 2022 - Present | Tombras | Knoxville, TN

- Conducted thorough data analyses to optimize digital marketing campaigns and improve client 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 understand their goals and provided tailored, data-backed solutions.
- Achievements: Increased data-driven decision-making efficiency by 25% 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