# Alex House

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alexhouse.tech

## Data Analyst

**Passion for providing new insights** to create new business opportunities and support existing operations.

**Discovering new trends and creating visualizations** to accurately and intuitively translate my findings to create actionable measures in response.

**Utilizing technology to effectively communicate** and work with designated team and managers as needed.

**Analyzing external influences and visualizing** their affect on business procedures and operations.

## PROFESSIONAL EXPERIENCE

### Web and Android Application Development

**MySocialReach, Remote Position, 2015 - Present**

Began as a web development intern tasked with developing scripts to integrate the MySocialReach (MSR) app with various third-party APIs (e.g., Facebook). Currently aiding the development of the native Android mobile application.

- Delivered new data analytics for MSR clients using third-party APIs.
  - Integrated MSR backend with Facebook's API, using PHP, to allow clients to monitor user engagement with their business page.
- Implemented a third-party framework for user authentication within the Android app.

## Skills

Data Analysis and Visualization
 (Tableau, R, Weka)

Decision Trees and Classifiers

Reinforcement Learning, Neural Networks, and Q-learning

Project Management and Scheduling

Remote Teamwork
 (JIRA, Slack, GitHub, etc.)

UML Diagrams
 (ERD, Use Cases, etc.)

PHP, JavaScript, Java

Web Scraping and APIs

SQL/NoSQL Databases

JSON/XML/CSV

Microsoft Office Suite (Excel, Project, Visio, etc)

Online Marketing (Facebook, Twitter, Yelp, etc) and Advertising (PPC/CPC, CTR, MAU, etc)

## EDUCATION

Bachelor of Science,
Computer Information Systems
Towson University, Towson, MD