



Alex Truesdale

Data Science ■ Analytics ■ Design

I am looking to further develop skills in the area of data science and programmatic analytics following my two years experience in digital marketing, working with technical systems in professional business environments.

Experience

Data Science Research Assistant – Team Lead

CU Boulder - Leeds School of Business – May 2017 to Present
Boulder, CO | United States

Preparation of open-source Kaggle datasets as case studies to be used as learning examples in upcoming machine learning publication using web application DataRobot.

- ◆ Clean datasets with missing / incomplete data within Alteryx
- ◆ Write case briefs for each dataset, guiding readers through exercises
- ◆ Organise team project deliverable specifications and deadlines

Digital Marketing & Web Development Intern

LogRhythm, inc. – February 2017 to June 2017
Boulder, CO | United States

Part of a small digital team working with marketing sub-units (content, product, ops). Operational focus on website admin and scalable site architecture to accommodate business growth and market expansion.

- ◆ Web development technologies used: HTML, CSS, Jekyll, Liquid, Git
- ◆ Web analytics and tracking in Google Analytics / Tag Manager
- ◆ Workflow managed in Trello and weekly cross-functional scrums

Digital Marketing & Project Management Intern

ctrl QS GmbH – May 2016 to December 2016
Berlin, Berlin | Germany

Member of an international, multi-lingual team managing global digital marketing operations for NIVEA (Beiersdorf). Business focus on project management and client brand stewardship across 30+ markets globally.

- ◆ Provided support for digital marketing systems to markets world-wide
- ◆ Project management communications involved aligning multiple stakeholders for large-budget projects; corporate client, partner agencies

Digital Marketing Assistant

Center for Education on Social Responsibility – July 2015 to May 2016
Boulder, CO | United States

Partnered with marketing director to develop initial digital marketing presence, increasing content volume and overall campaign integration.

Education

University of Colorado, Boulder

Boulder, CO | United States

Leeds School of Business – Grad. December 2017

Double BS-BA | Marketing & Information Management

ATLAS School of Design – Completed May 2016

Certificate | Technology, Arts & Media

University of Wollongong

Wollongong, NSW | Australia

Semester Abroad – February 2014 to July 2014

World Trade Center Denver

Denver, CO | United States

International Trade Certificate – Completed May 2016

Computer & Language

Adobe Photoshop advanced

Adobe Illustrator advanced

HTML advanced

CSS (SCSS) advanced

Jekyll / Liquid advanced

Javascript basic-working

Google Analytics Certification

Alteryx (R-based VPL) intermediate

DataRobot (Machine Learning App) intermediate

Python basic-working

SQL basic-working

English native speaker

German intermediate (B1)

Personal Data

Website | alextruesdale.net

Date of Birth 08 October, 1993

Nationality United States

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