



# Alex Truesdale

Data Science ■ Analytics ■ Development

I am looking to further develop skills in the area of data science and business analytics following two years of 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 and upcoming machine learning publication using the 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 high-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  
GPA | 3.65

**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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