Angelo Zorn

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EDUCATION
Dominican University of California, San Rafael, CA
Master of Science in Business Analytics: Graduation Date - August 2022
Occidental College, Los Angeles, CA
Bachelor of Arts, Major: Mathematics, Minor: Economics, Graduation Date - May 2021

RELEVANT SKILLS
Data Analysis - creating analytic statistically driven models in Python, R, Sas, etc.
Database Querying - coding SQL to retrieve information of interest from large databases
Machine Learning - Python programming using TensorFlow and PyTorch libraries
Storytelling - communicating analysis and insight using Tableau dashboards

DATA PROJECTS
- Developed a mathematical algorithm to predict NBA MVP yearly since 1997-98 based on player's season stats. Also coded a hyperparameter-tuned random forest machine learning prediction model for direct comparison. The ML model was more accurate.
- Built and deployed edmsongrecommender.com, a website displaying a user's most listened-to songs while providing song recommendations across different genres based on the aforementioned top tracks using HTML, CSS, Javascript, and the Spotify API.
- Modeled the regional spread of COVID-19 caused by asymptomatic individuals using varying contact rates and mobility patterns representing different lockdown policies.

EXPERIENCE
AAA Mountain West Group
Database Marketing Analyst   July 2023 - Present
- Automated lead creation process using Python scripts and embedded SQL queries
- Uploaded more than 80 campaign lists resulting in 20,000+ leads for agents to pursue
- Delivered 250+ suppression files to outside vendors for proper marketing compliance

Product Marketing Analyst   July 2022 - July 2023
- Planned the 2023 life insurance budget by analyzing all 2022 marketing campaigns
- Computed KPI metrics for life and specialty insurance presenting to CMO, SVPs often
- Organized and distributed outbound call leads monthly to agents using Tableau
- Leveraged billions of rows of data using SQL queries to increase marketing awareness

ATHLETICS
- D-III Baseball at Occidental College 2017-2021: 56-40 Record, .312 Career Batting Avg.
- San Rafel High School: Athlete Of The Year 2017

TECHNICAL SKILLS
- *Intermediate:* SQL, Excel, Python, Virtual Machines, Tableau, R, Machine Learning, APIs