

# 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 angelolisteninghistory.com, a website displaying my most listened-to songs and artists on Spotify using HTML, CSS, Javascript, Python and MySQL code. The website is hosted on AWS and calls the Spotify API to retrieve data.
- 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
- Audited the outbound calling marketing channel ensuring CCPA conformity
- Built attribution logic for membership acquisition spanning all marketing channels
- Produced more than 200 campaign lists resulting in 70,000+ leads for agents to pursue
- Delivered 500+ 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

## TECHNICAL SKILLS

- *Intermediate:* SQL, Excel, Python, Linux, Tableau, R, Machine Learning, APIs