

AIDAN M. SUROWIEC

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EDUCATION

Syracuse University, School of Information Studies

May 2022

MS Applied Data Science | GPA: 4.0

Relevant Coursework: Data Analysis & Decision Making | Scripting for Data Analysis | Applications in Data Science | Database Management | Applied Machine Learning | Data Visualization | Financial Analytics

WORK EXPERIENCE

Data Migration Specialist, Ashworth Homes, Shoreline, WA

June 2021 – Present

- Performed data cleansing and migration of Excel documents in coordination with management
- Communicated with team members to ensure new database benchmarks were delivered on time
- Responsible for moving thousands of purchase orders, budget information, project schedules and other reporting necessities

Marketing Strategy Intern, Si Silks, Boston, MA (Remote)

Aug 2020 – Dec 2020

- Used A/B testing to improve email KPIs – increased open rate by 2%, increased click through rate by 0.1%
- Conducted data analysis through Klaviyo and Shopify to determine effectiveness of email campaigns, specifically adjusted to optimize open, subscribe, bounce, click through, and conversion to sales rates
- Worked with founders directly to create various marketing campaigns and strategies

Start Up Intern, ROAS Consulting, Syracuse, NY

Sep 2018 – Jan 2019

- Obtained basic understanding of Facebook advertising, as well as various other social media methods to scale small business
- Assisted in developing creative marketing campaigns to promote sales and brand growth
- Utilized Excel pivot tables and other functions to analyze product success, trends, and opportunities

PROJECTS

Hotel Performance Analysis - Applications of Data Science

Apr 2021 – May 2021

- Collaborated with three teammates to explore and clean two data sets (120k total observations) using descriptive analysis in R code
- Designed an apriori association model to provide deeper insights into customer behavior
- Developed a multiple linear regression model for statistically significant variables to observe how variables interact with a key performance indicator
- Created a support vector machine model to provide the client with predictive abilities based on statistically significant variables

Gym Database Development & Analysis - Data Administration & Database Management

Mar 2021 – May 2021

- Designed the database entity relationship diagram model and finalized the entity attributes and relationships
- Wrote the SQL up/down script in Azure Studio to create the database, tables with their respective attributes and primary keys, and the necessary foreign key constraints
- Created SQL insert statements to fill the database with information, and ran simple to more advanced queries on the database
- Implemented the database on PowerApps to create a more user-friendly experience for adding data in the future

Marvel Popularity & Profitability Analysis - Scripting for Data Analysis

Apr 2021 – May 2021

- Collaborated with a teammate to derive insights using data sets from a variety of sources (over 15k total rows)
- Concatenated three data files using python to consolidate important information and produce further unique comparisons
- Used python package matplotlib to include visual representation of key analysis points for the audience
- Accessed the twitter API to obtain and clean tweet information to gain statistical data, as well as sentiment analysis

TECHNOLOGY SKILLS/CERTIFICATIONS

Certifications: Microsoft Office Specialist (MOS) Excel 2016, SQL Basic Certification

Programming Language: Python; R

Database Management: SQL

Software: MS Excel, MS Word, MS PowerPoint, RStudio, Adobe Illustrator, Jupyter Notebook, Azure, Qualtrics, Klaviyo