**Aidan M. Surowiec**

(206) 225-3631 • [asurowie@syr.edu](mailto:asurowie@syr.edu) • https://www.linkedin.com/in/aidan-surowiec-bb93ab149/

**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