BRADEN BRADSHAW
Data Scientist
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PROFILE

Analytical and research-driven professional with a background in behavioral science and a growing focus in data science. Experienced in uncovering actionable insights from complex, multi-source datasets—spanning web analytics, CRM systems, and longitudinal customer data. Skilled in predictive modeling, attribution analysis, structural modeling, and survey design, with a track record of driving strategic decisions through data. Adept at developing scalable reporting and automation systems using tools like BigQuery, SQL, Salesforce, and Sigma. Passionate about applying statistical methods and machine learning techniques to understand user behavior, optimize business outcomes, and support data-informed product and marketing strategies.

WORK EXPERIENCE

Lead Operations & Marketing Data Scientist, **AlterMe**
August 2024 – Present |

- Owner of product and marketing analytics for the company, bridging insights across customer behavior, web engagement, and internal operations.
- Built predictive models (e.g., logistic regression, multivariate analysis) to quantify client success probabilities and uncover key drivers of business outcomes.
- Designed and maintained dashboards and reports in **Sigma, Salesforce, and GA** to track KPIs across marketing funnels, user engagement, and sales operations.
- Developed a **Multi-Touch Attribution** model integrating data from web traffic, marketing sources, and CRM activity to assess channel effectiveness.
- Automated customer lifecycle flows using **Salesforce Flows and Webhooks**, enabling fully managed SMS/email drip campaigns and internal workflow enhancements.
- Queried and joined datasets from **BigQuery and Snowflake** to blend web analytics with CRM and transactional data for holistic funnel analysis.
- Defined, tracked, and evolved company-wide KPIs to align team performance with strategic goals.
- Conducted in-depth statistical analyses on customer and employee data, including survey responses, to inform product, marketing, and operational strategies.

- Acted as primary statistician in User Analytics, conducting longitudinal studies to measure product impact and retention outcomes over time.

Autism Research Aide, Wasatch Behavioral Health
September 2023 – July 2024 |

- Worked with children with Autism to improve social skills through Applied Behavioral Analysis (ABA) therapy.
- Collected longitudinal data on client outcomes and success rates.
- Collaborated with therapists and families to support children's development and behavioral progress.
- Provided emotional and behavioral support to enhance the clients' coping strategies.

Youth Tutor, Oasis Ascent
Provo, UT | Millcreek, UT | June 2022 – August 2023 |

- Assisted teenagers in academic subjects while providing emotional and behavioral support.
- Mentored youth to build coping strategies and emotional regulation techniques.
- Worked closely with therapists and families to monitor progress and adjust care plans.

Research Assistant, Brigham Young University
Provo, UT | September 2020 – April 2023 |

- Conducted research on social psychology topics, focusing on the effects of social relationships on mental health.
- Analyzed data using statistical software and contributed to published research papers.
- Organized and automated data analysis for ongoing studies.

Teaching Assistant, Brigham Young University
Provo, UT | January 2021 – December 2022 |

- Taught and tutored inferential statistics and writing to undergraduate students.
- Met with students one-on-one to assist with coursework and improve their statistical knowledge.
- Assisted students in preparing and presenting their research at conferences.

Researcher, Brigham Young University
June 2021 – May 2022 | 25 hours/week

- Synthesized research into reports for analysis on social relationships and mental health.
- Collaborated with teams of researchers from universities and worked with the Health Sector panel.
- Edited chapters and ghostwrote articles for publication in professional psychology outlets.

EDUCATION

Master of Statistics (Ongoing)
University of Utah, Salt Lake City, UT
Relevant Coursework:

- Advanced Statistical Analysis
- Regression Modeling
- Structural Equation Modeling
- Sociological Statistics
- Statistical Inference
- Population Techniques

Bachelor of Science in Psychology
Brigham Young University, Provo, UT
Relevant Coursework:

- Advanced Statistical Analysis
- Psychopathology
- Clinical Psychology
- Positive Psychology
- Statistical Methods for Research

SKILLS

- **Data & Statistical Analysis**: Predictive Modeling, Regression Analysis, KPI Modeling, Factor Analysis, Multi-Touch Attribution, Survey Design
- **Tools & Platforms**: R, Stata, JMP, Excel, SQL, BigQuery, Snowflake, Sigma, Salesforce CRM (including Flows & Webhooks), Google Analytics, Google Data Studio
- **Marketing & Web Analytics**: Funnel Analysis, Customer Journey Mapping, Marketing Attribution, A/B Testing, Campaign Analysis
- **Business & Communication**: Data-Driven Strategy, Report Building, Cross-Functional Collaboration, Health & Wellness Coaching, Crisis Intervention

CERTIFICATIONS

- HIPAA Certification
- FERPA Certification

PUBLICATIONS & PRESENTATIONS

- Shawcroft, J., Coyne, S. M., & Bradshaw, B. (2022). An analysis of the social context of video games, pathological gaming, and depressive symptoms. *Cyberpsychology, Behavior, and Social Networking*. Link
- Proctor, A. S., Bradshaw, B., Holt-Lunstad, J., & Frost, M. (2023, April 14). How Chronic Loneliness Levels and Well-being are Associated with Resting Heart Rate Variability. https://doi.org/10.17605/OSF.IO/9J47M
- Bradshaw, B., Proctor, A. S., Ladle, R., & Frost, M. (2024). The impact of ambient noise on patron stress levels while studying in the library. *The Journal of Academic Librarianship*, 50(5), 102906.

Presentations:

- APS Conference (2023), IPPA World Congress (2023)