# Brendan Filkins

DATA SCIENCE LEADER

*Burlington, Vermont*

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*Leader in data science and strategy with 7 years experience generating business value from data through quantitative analysis, data storytelling and bringing business stakeholders together*

## Experience

**IXIS Digital** *Burlington, Vermont*

MANAGER: DATA SCIENCE AND CLIENT STRATEGY *July 2021 - Present*

- Leadership of cross-functional team of Data Scientists, Analysts and UI/UX designer
- Optimization for media deployment strategies through marketing spend modeling
- Model multi-touch channel attribution, digital personalization and conversion propensity scores
- Develop execeutive level KPI frameworks and dashboards for digital, sales, supplychain and marketing audiences
- Interface with clients to identify opportunities to use data to create business value, specializing in applied data science
- Package development and code review for scalable data engineering pipelines in AWS
- A/B testing design and methodology governance
- Support team members in professional development through goal setting and advocating for development opportunities
- Consulting project clients include: Audi, Nutrisystem, Proflowers.com

DATA SCIENTIST AND STRATEGIST *July 2020 - July 2021*

- Digital and marketing analytics/modeling to inform marketing spend strategies and digital customer experience
- Time-series analysis and automated anomaly detection in R adjusted for seasonality and trend
- Classification modeling in R for customer propensity modeling
- Develop interactive R Shiny apps/dashboards for internal and external use
- Survival analysis for customer churn in R to support customer life-time value modeling
- Query Adobe analytics and Google analytics using APIs and clickstream feed data
- Structure data in AWS for Machine Learning pipelines using Lambda (Python), S3, Athena and Glue
- Consulting project clients include: Audi, Nutrisystem, Proflowers.com

**National Life Group** *Burlington, Vermont*

SENIOR FINANCIAL ANALYST *2016-2020*

- Interface with key business stakeholders to leverage data to support strategic decision-making
- Build Interactive dashboard design in Tableau
- ETL and data architecture with Alteryx, SQL and Python
- Financial planning and analysis for life insurance operations teams
- Customer experience and digital engagement analytics
- Predictive analytics to inform customer chrun mitigation strategies
- Time-series forecasting of sales for capacity planning models
- Integration of optimization, clustering and forecasting models in Tableau with Rserve
- Data steward for governance processes related to implementation of an enterprise data model

## Education

**Champlain College** *Burlington, Vermont*

MASTERS IN BUSINESS ADMINISTRATION *2017-2019*

- Course work in business leadership, statistics, marketing, change management, financial decision-making

GRADUATE CERTIFICATE IN SUPPLY CHAIN MANAGEMENT *2018*

- Supply chain optmization modeling including linear and mixed-integer programming
- Analytics for supply chain decision-making including demand forecasting with ARIMA
- Probability and statistics including bayesian methodologies

**University of Vermont** *Burlington, Vermont*

BS IN PSYCHOLOGY *2012*

- Course work in organizational psychology, statistics, mathematics, research methods, economics, marketing, spanish, biopsychology

## Tools

R, Tableau, AWS (S3, Athena, Glue), Python, Spark, Docker, SQL, Excel, GIT, Alteryx, Jira, HTML, Shiny