

Brendan Filkins

DATA SCIENTIST | ANALYTICS LEADER

Burlington, Vermont

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Data scientist and strategy professional with 7 years of experience generating actionable insights and business value from data through quantitative analysis, modeling, data storytelling and bringing business stakeholders together.

Skills

Advanced Analytics (descriptive, diagnostic, predictive, prescriptive), Research Design Methods, Leadership, Machine Learning, Statistics, Data Architecture and ETL, Microservices, Data Visualization, APIs, Financial Modeling, Web Applications, Dashboard Development, GIT and Package Development.

Experience

IXIS Digital

Burlington, Vermont

MANAGER: DATA SCIENCE AND CLIENT STRATEGY

July 2021 - Present

- Lead data science team on collaborative value-driven projects for e-Commerce, Marketing and Automotive clients using R and Python
- Complete exploratory data analysis, statistical modeling and hypothesis testing
- Synthesize complex findings for non-technical stakeholders and executive audiences to emphasize business implications
- Deploy and maintain production forecasting and classification models in AWS for API access with Docker and EC2
- Consulting clients include: Audi, Nutrisystem, Proflowers.com, PHD media

DATA SCIENTIST

July 2020 - July 2021

- Perform digital and marketing analytics/modeling to support \$100M annual marketing spend strategies and digital customer experience
- Use time-series modeling and automated anomaly detection in R; identified error in website lead submissions that boosted leads by 25%
- Develop and deploy production interactive R Shiny web applications with Docker and AWS EC2
- Use survival analysis for insight on customer churn to support customer life-time value modeling
- Data Engineering with SQL and Python for machine learning pipelines using AWS

National Life Group

Montpelier, Vermont

SENIOR FINANCIAL ANALYST

2016-2020

- Interface with key business stakeholders to leverage data to support strategic decision-making
- Complete cost benefit analysis across operations, marketing and strategy departments
- Design executive level strategic KPI frameworks and develop automated Tableau dashboards
- Complete S&P Global Market Intelligence: Certified Insurance Analyst program
- Perform ETL, data architecture and governance with Alteryx, SQL and Python
- Responsible for financial planning and analysis to support life and annuity operations teams optimize \$200M annual budgets
- Deploy optimization, clustering and forecasting models in Tableau with Rserve

Education

Champlain College

Burlington, Vermont

MASTERS IN BUSINESS ADMINISTRATION

2017-2019

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

GRADUATE CERTIFICATE IN SUPPLY CHAIN ANALYTICS

2018

- Supply chain optimization modeling including linear and mixed-integer programming
- Analytics for supply chain decision-making including demand forecasting with ARIMA
- Bayesian research methods and inferential statistics

University of Vermont

Burlington, Vermont

BACHELOR OF ARTS IN PSYCHOLOGY

2012

- Course work in organizational psychology, statistics, mathematics (calculus and linear algebra), research methods, economics, marketing, spanish, biopsychology

Tools

R, SQL, Tableau, AWS, Python, Spark, Adobe Analytics, Google Analytics, GIT, Jira/Agile, HTML, Shiny, Alteryx, Excel