Brendan Filkins

DATA SCIENTIST | ANALYTICS LEADER

Burlington, Vermont

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

Skills

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

Experience

IXIS Digital
Burlington, Vermont

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

- Lead data science team on collaborative supervised and unsupervised machine learning projects in R and Python
- Use bayesian methods for statistical modeling and hypothesis testing in R
- Develop linear and mixed-integer optimization models with LPsolve to inform marketing channel spend and supply chain decision-making
- 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
- Responsbile 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 optmization 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

BS IN PSYCHOLOGY — *2012*

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

Tools

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