

# Brendan Filkins

DATA SCIENTIST

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  
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 to identify 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 insights on customer churn in R and 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, statistics, finance, accounting, marketing, 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

BS 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