

Brendan Filkins

Burlington, Vermont

✉ brendan.e.filkins@gmail.com | [bfilkins](#) | [brendan-filkins](#)

Data science and strategy leader with 7 years of experience scaling analytics teams and generating business value from data through quantitative analysis, data storytelling and bringing business stakeholders together.

Skills

Servant Leadership - Research Design Methods - Statistics - Data Visualization - Machine Learning
Advanced Analytics (descriptive, diagnostic, predictive, prescriptive) - Dashboard Development - Data Architecture
Financial Modeling - Web Applications - Cloud Computing Frameworks - 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
- Grow start-up data analytics consulting organization through 300% increase in revenue with 110% increase in expense
- Synthesize complex findings for non-technical stakeholders and executive audiences to emphasize business implications
- Modernize technology stack, data architecture and roadmap to enable economies of scale
- 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

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