**Education**

Syracuse University Syracuse, NY **Master of Applied Data Science** ExpectedDecember 2020

*Relevant Courses:*  Data Analysis and Decision Making • Business Analytics • Data Admin Concepts and Database Management •Introduction to Applied Data Science •Data Analytics • Information Visualization • Natural Language Processing • Scripting for Data Analysis • Quantitative Reasoning in Data Science • Data Warehousing • Text Mining

Northern Kentucky UniversityHighland Heights, KY

**Bachelor of Science in Mathematics** August 2004

*Honors*: Outstanding Graduating Senior (Mathematics & Computer Science Department)

**Experience**

Mercedes-Benz of Ft. Mitchell Ft. Mitchell, KY

**Sales & Leasing Consultant** June 2014 - Present

* Analytics
  + - Monitor customer satisfaction survey performance for the entire dealership using a custom designed Excel workbook, for both the sales and service department
    - Studied survey response data to develop new salesperson survey feedback bonus structure
    - Used survey response data to determine which clients had a higher likelihood of completing their survey using R.
    - Currently working with ownership group ecommerce director studying Google Analytics and Google My Business data to see how those tools can be better utilized.
    - Analyzed sales data to refine vehicle ordering methodology to reduce time vehicles sit unsold (utilized basic Six Sigma methodology as a framework and various statistical techniques to perform analysis).
* Sales
  + - Assist clients in decision-making process, engage in fact-finding dialogue to determine which vehicle best suits a particular client’s needs, demonstrate and explain vehicle features, advise on best scenario for each client (lease, finance, cash purchase)
    - Ensure client experience matches stated company goal and the Mercedes-Benz philosophy of “The Best or Nothing”
    - Timely follow-up to inbound phone call-based clients, internet inquiry-based clients, and walk-in clients
    - Maintain high customer satisfaction rating
    - Highest grossing salesperson across all three Mercedes-Benz dealerships in dealer group (including one store in Boston and store in Cleveland which is the highest volume Mercedes-Benz dealership from Denver to Pittsburgh) for October 2016
* Inventory Manager
* Oversee all aspects of dealership vehicle inventory, including vehicle ordering, dealer trades, used car reconditioning, and acquisitions.
* Marketing
  + - Design and produce marketing promotional material
    - Dealership liaison for charity events, assisting with coordination of dealership participation

InMotion EntertainmentHebron, KY

**Store Manager** July 2007- June 2014

* Operations
* Worked with team members on selling techniques to drive sales
* Store always maintained high customer service standards
* Won national award for best inventory control in May 2012
* Training
* Regional representative on 10-person team to develop and implement new training initiatives for key product categories
* First person in company history to travel to and conduct focused product and sales and training for a new store opening in 2010 (Memphis), then again by special request of the national sales director in 2011 (Charlotte)
* Developed numerous Excel spreadsheets for store performance tracking, many of which are still in use company wide
* Oversaw World Cup themed contest in May and June of 2014, developing a fully automated spreadsheet to facilitate easy tracking of store performances and tournament bracket completion
* Trained all three managers nominated for “New Store Manager of the Year” at 2012 national meeting. Trained three others that went on to win company’s highest award.

**Relevant Projects**

**“Language in Gubernatorial Inaugural Addresses”** Syracuse University

Researcher March 2020 – June 2020

* Description: After the onset of COVID 19, I became interested in looking at the language used by various governors around the country in their responses. This stemmed into a project examining the language used by governors in their inaugural addresses when power changed from one part to the other. This project used natural language processing algorithms to study the word usage of 10 democrat and 10 republican governors’ inaugural speeches to see how well the political affiliation of the person speaking a sentence could be predicted.
* Results: Numerous Naïve Bayes tests yielded raw accuracy ratings between 65% and 68% without stacking of feature sets. This research is in the process of being expanded, potentially to include detection of fake news articles and perhaps detection of lies in political speeches.

**“The United Way of Choosing… United Way Locations”**  Syracuse University

Team member January 2020 – March 2020

* Description: We sought to determine if United Way location placement could be determined by applying various data mining techniques (association rule mining, k-means clustering, decision trees, support vector machines, Naïve Bayes, and k-nearest neighbors) to Census data. I completed the majority of the coding (R), developed the presentation deck, spearheaded the overall presentation, and contributed to the final paper.
* Results: The nature of the Census data (purely demographic) was not indicative of locations, at least for the states we considered. Indeed, in some ways it was counterintuitive. For example, counties that had a United Way location had very low poverty, but the counties with high poverty had no locations. It was determined that different data (namely non-demographic) was needed in order to accurately make predictions, or that focuses study of groups of similar states might yield better predictive power.