

# Blake Shurtz

Davis, CA | 530.564.9530 | [blakeobeans@gmail.com](mailto:blakeobeans@gmail.com) | <https://blakeshurtz.github.io/>

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## PROFESSIONAL SUMMARY

- *Previously managed innovative department in established firm emphasizing measured performance*
  - *Looking to leverage data and statistical models to help solve important problems in business and society*
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## AREAS OF EXPERTISE

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|------------------------|-------------------------|--------------------------|
| ▪ Data Analysis        | ▪ Database Queries      | ▪ Technical Writing      |
| ▪ Data Visualization   | ▪ Streamlined Reporting | ▪ Customer Communication |
| ▪ Statistical Modeling | ▪ Web Dashboards        | ▪ Business Development   |
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## PRESENT EXPERIENCE

### **Greiner Heating & Air**

**June 2015 – March 2020**

*Established mechanical contractor looking to develop and grow in energy-efficiency and renewable products*

#### **Home Performance Manager**

Founded new department using data and incentive-based management paradigms; improved system efficiencies by 40%-300% through engineering design and equipment selection; drove year-to-year growth in company revenue by integrating complementary, performance-based products into existing sales product pipeline

- Administered company SQL database on AWS and streamlined report creation across departments
- Built and maintained interactive department dashboards and led decision-critical meetings
- Developed statistical models to measure value-added effects for multiple sales and marketing campaigns
- Fitted natural language processing (NLP) machine learning models to internal administrative data in order to measure customer sentiment and perform root cause analysis and recommend “best practice” improvements
- Formulated hypothesis tests for equipment performance to validate engineering models
- Surveyed market actors in order to gather expert opinion on uncertain regulatory environment and constructed Bayesian model to estimate effects of policy changes on business operations

### **MS, Statistics CSU East Bay**

**September 2017- May 2019**

- Awarded Statistics and Biostatistics Department Scholarship, Spring 2019
  - Option in data science, with training in R Studio’s tidyverse, D3, Tableau, Power BI, and Tensorflow
  - Presented master’s thesis at American Statistical Association Joint Statistical Meetings (JSM)
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## PRIOR EXPERIENCE

### **Advanced Home Energy**

**June 2011 – June 2015**

*Contractor specializing in de-carbonization of housing stock through whole-building green retrofits*

#### **Data Analyst, VBA Developer**

Worked in sales and analyst positions; daily tasks included assisting with technical sales and software development.

- Developed Excel application for construction project cost estimation and contract creation
- Built and maintained statistical models for production cost estimates and actual labor/capital cost data

### **BA, Environmental Economics UC Berkeley**

**September 2005 – June 2009**