BO OLSON

I'm a full-stack applied data scientist with strong data engineering skills, a creative mind for building enterprise-level ML solutions, and an obession with communicating results beautifully.

I'm experienced in driving a data team from descriptive to prescriptive analytics, and bringing stakeholders along for the journey.

💼 EXPERIENCE

Current
|
2016

📈 Microsoft
Marketing Analytics Manager: US Central Marketing Organization   📍 Bellevue, WA

- Development of enterprise machine learning solutions for US field marketing:
  - Real-time marketing program recommendations for each account driven by custom models, optimized to drive marketing impact on revenue by 2x - 5x
  - Boosted tree-based models to provide annual contacts engagement targets for MSUS field marketers and ETL/Dashboards to track success against these targets daily
  - GMM/EM Clustering to identify account growth patterns and stratify other models
  - Spend optimization and causal inference models to measure successful customer investment funds and provide real-time recommendations
- Development and maintenance of data pipelines, visual dashboards for hundreds of internal users in sales and marketing
  - Deep experience in SQL Server/SSIS/SSAS, Azure Data Factory & Storage, Databricks, and PowerBI to drive daily insights

2016
|
2014

📈 Yesler
Marketing Program Manager   📍 Seattle, WA

- Supported Microsoft Enterprise Marketing through reporting platform development:
  - Established KPIs and best practices for email nurture, web traffic, and sales engagement reporting
  - Built and managed 30+ PowerBI dashboards to measure success
  - Development and management of SSIS, SSAS, PowerBI stack

2014
|
2013

📖 Amazon
Site Merchandiser - Books   📍 Seattle, WA

- Owned marketing program strategy for a "Big 5" publisher account, helped generate MM dollar growth of +20% YoY
- Data analysis, modeling, customer behavior testing
- Workflow modeling and marketing automation improvements to generate team-wide time savings of over 200hrs / month
- Merchandising strategy for high-traffic specialty stores & seasonal events

CONTACT

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📞 847.224.4208

in linkedin.com/in/OlsonBo

📍 Seattle, WA

View html with links at my github:

https://github.com/bo-olson/cv/

TECHNICAL SKILLS

SQL

Data Visualization (ggplot / PowerBI)

Azure Platform & ETL

R

Databricks & Spark

Python

HTML & CSS

INTERESTS

Avid fly fisher, outdoor wanderer, dog walker, paddler and rower, guitar picker, and poem reader.

2013 | 2009

☕ **The Tea Spot**
Director of Sales   📍 Boulder, CO

- Managed wholesale sales department, generated leads and sales in Grocery, Retail & Foodservice, bringing startup into profitability
- Brand & product development, public speaking at industry events
- Copywriting for marketing materials, retail packaging and branding concepts
- Feature Speaker at World Tea Expos 2012, 2013

🏛 EDUCATION

2010 | 2006

✒ **Bachelor of English, Creative Writing**
University of Colorado   📍 Boulder, CO

- Concentration in Poetry
- Editor: Honors Journal (Poetry), Walkabout Arts Journal
- Awards: Jovanovich Award in Poetry (2009), Featured Writer: Cornell's *Rainy Day, 2009 Ed.*
- Cohead of the Fly Fishing Club