BO OLSON

I'm an applied data scientist and analyst with strong data engineering skills, a creative mind for building enterprise-level ML solutions, coaching data literacy, and an obsession 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

Senior Marketing Analytics Manager: US Central Marketing Organization 📍 Bellevue, WA

- Development of enterprise machine learning solutions for US field marketing:

  - Identified key KPIs and built ML-based marketing engagement targets to provide USCMO with intelligent goals designed to directly impact revenue, presented in real-time reports used in daily RoB. (*What does good look like?* I can help with that!)
  - Real-time marketing program recommendations at the account level driven by custom models, optimized to drive marketing impact on revenue by 2x - 5x
  - Built, deployed and maintained production models using clustering, linear models, boosted trees, as well as custom implementations to directly address the relevant business problem at hand
  - Developed spend optimization and causal inference models to measure successful customer investment funds and provide real-time recommendations on spend, working across multiple disciplines and teams

- Development and maintenance of data pipelines, visual dashboards for hundreds of internal users in sales and marketing

  - Deep experience in SQL Server/SSIS/SSAS, R/RShiny, Azure Notebooks, Data Factory & Storage, Databricks, and PowerBI to drive daily insights

2016 | 2014

🏔 Yesler *(Now Accenture)*

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

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
- R
- Data Visualization (ggplot / PowerBI)
- Azure Platform & ETL
- Databricks & Spark
- Python
- HTML & CSS

INTERESTS

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

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

2013
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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
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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