

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 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.

I value empathy in design and communication, and I view analytics and data science as a service meant to improve the daily lives of my peers.



EXPERIENCE

Current
|
2016

Marketing Analytics Manager

Microsoft | US Central Marketing Organization

📍 Bellevue, WA

- Development of enterprise machine learning solutions for US field marketing
- Active work: marketing program recommender algorithms, boosted tree-based targeting models, spend optimization and causal inference models
- Development and maintenance of data pipelines, visual dashboards for hundreds of internal users in sales and marketing

2016
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2014

Marketing Program Manager

Yesler

📍 Seattle, WA

- Supported Microsoft Enterprise Marketing through reporting platform development
- Development of SSIS, SSAS, PowerBI stack and visual layer

2014
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2013

Site Merchandiser - Books

Amazon

📍 Seattle, WA

- Owned marketing program strategy for a "Big 5" publisher account
- Data analysis, modeling, customer behavior testing
- Merchandising strategy for high-traffic specialty stores & seasonal events

2013
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2009

Director of Sales

The Tea Spot

📍 Boulder, CO

- Managed wholesale sales department
- Product development, public speaking at industry events



EDUCATION

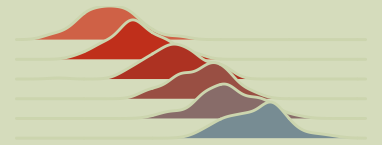
2010
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2006

Bachelor of English, Creative Writing

University of Colorado

📍 Boulder, CO

- Concentration in Poetry
- Editor: Honors Journal (Poetry), Walkabout Arts Journal



CONTACT

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in linkedin.com/in/OlsonBo

📍 Seattle, WA

TECHNICAL SKILLS

SQL

Data Visualization (ggplot / PowerBI)

Azure Platform & ETL

R

Databricks / Spark

Python

INTERESTS

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