

Caden Bird

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EDUCATION

Bachelor of Science in Information Systems

Brigham Young University- Marriott School of Business

Aug 2020 – Apr 2026

Provo, UT

- GPA: 3.88 / 4.00
- David F. Anderson Family Scholarship, Academic
- Specialized Courses: Enterprise Application Development, Business Programming, Project Management

EXPERIENCE

Data Analyst

BYU Broadcasting

May 2025 – Present

Provo, UT

- Modernized AWS Lambda pipeline by refactoring to Python and deploying with CDK for maintainability
- Leveraged SQL to build dataset and perform network analysis that shaped ad-spend strategy for head of sports content by uncovering links between shows, influencing 20+ channel campaigns
- Built a retention value model in SQL and Python, enabling the CEO to optimize show budgeting by quantifying user lifetime value through weighted scoring and engagement metrics

Account Creation Specialist

Vivint

Mar 2024 – Aug 2025

Provo, UT

- Reduced Tableau troubleshooting time by 30%, resolving technical issues faster than company average
- Piloted a special projects team to trial new programs, improving operational efficiency during peak sales
- Onboarded 7000+ clients using Salesforce, ensuring 100% compliance with company data entry standards
- Trained new employees on Tableau analysis and customer service, ensuring operational excellence

Sales Representative

The Grit

May 2023 – Sep 2023

Vineyard, UT

- Generated \$200K revenue in 3 months through strategic customer relationships and persuasive sales
- Established relationships with 160+ accounts, with 30% of sales in Spanish, expanding market reach
- Achieved top rookie status, leading the team in sales within the shortest tenure

Volunteer Representative – Spanish Fluency

The Church of Jesus Christ of Latter-day Saints

Feb 2021 – Jan 2023

Queretaro, MX

- Designed training programs and led 140+ volunteers, optimizing efficiency and performance
- Conducted conferences in Spanish, promoting community engagement and outreach initiatives
- Increased area statistical success by 25% in 6 months using strategic planning and volunteer engagement

TECHNICAL SKILLS

- Proficient in Python, JavaScript, HTML/CSS, C#, PostgreSQL Database, Tableau, SQL, Excel
- Experienced in Public Speaking, AWS, Full-Stack Development, Agile, SCRUM, Project Management, Salesforce, VBA, Machine Learning, sklearn, Salesforce, React, AZURE Cloud, ASP.NET, node.js, Figma
- Lead Developer for Integrated Exercises (INTEX)
 - Built dynamic React frontend with full CRUD functionality, enhancing overall UI/UX, C# backend
 - Analyzed large datasets, leveraging CRISP-DM to create collaborative and content filtering models

OTHER ACHIEVEMENTS

- Eagle Scout, Boy Scouts of America
- Enjoy Intramural Sports--Basketball, Soccer, Volleyball, Water Polo, Wallyball
- Contributed to a humanitarian project in La Romana, Dominican Republic, by leveling terrain, installing a fence, laying concrete, and constructing a playground