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| **Qualifications** | | |
| * **Programming:** R/Rstudio, Python, BigQuery. SQL, Tableau, Power BI, Excel, VBA, Excel Solver, SPSS, Mplus, C++, YAML, Quarto, Airflow, and Microsoft Office Suite | | |
| * **Certifications/Course Work:** T-SQL badge (LinkedIn), 1 R course and 3 SQL courses (Data Camp), Machine Learning (Coursera), and Mathematics for Machine Learning (Coursera) | | |
| * **APA Workshops:** Big Data: Exploratory Data Mining in Behavioral Research and Structural Equation Modeling in Longitudinal Research | | |
| **Work Experience** | |  |
| ***Production Associate***, Tesla,Sparks, NV | | **Dec 2022 to Present** |
| * Received a raise within first six months, demonstrating my exceptional work ethic, commitment to high quality, and positive collaboration | | |
| * Tracked and visualized versatility at workstations, providing monthly progress reports to supervisors, showcasing my dedication to performance improvement and effective communication | | |
| ***Marketing Analyst***,Caesars Entertainment,Las Vegas, NV | **Nov 2019 to Jul 2021** | |
| * Created automated SQL and Python processes for P&L statements and KPI charts, significantly reducing productivity expenses by an estimated $50k per year | | |
| * Utilized Tableau to create a detailed zip code analysis and population density dashboard, facilitating precise market segmentation, resulting in a 5% increase in campaign performance metrics | | |
| * Implemented confidence intervals and test/control concepts, leading to 3% more profitable marketing campaigns and a 10% reduction in campaign costs | | |
| ***Pricing Analyst***, American Homes 4 Rent,Las Vegas, NV | | **Jul 2018 to Nov 2019** |
| * Initiated and led a new program to identify high-risk month-to-month renters, collaborating cross-functionally with Business Intelligence to develop Excel and Tableau dashboards for tracking progress | | |
| * Analyzed price elasticity of demand metrics by market over time, driving a year-over-year revenue increase of 3% | | |
| * Developed and executed data-driven pricing strategies based on comprehensive analysis of 22 rental markets, maintaining consistent same-home occupancy rate of 95% every quarter, compared to 93% market average | | |
| ***Scientist/Statistical Consultant***, UNLV,Las Vegas, NV | | **May 2015 to May 2018** |
| * Evaluated survey responses of introductory students, revealing psychometric soundness and linking perceived skill development to grades and GPA | | |
| * Automated and conducted psychometric evaluations of various scoring methods for emotional awareness, the results of which were published in a peer-reviewed journal | | |
| * Introduced a FORTRAN program to compare correlation differences using 95% confidence intervals, leading to a publication in a peer-reviewed journal | | |
| ***Master of Arts/Research Lab Manager***, UNLV, Las Vegas, NV | | **May 2010 to May 2015** |
| * Implemented project management processes, used signal detection theory, and achieved on-time, within-budget completion of multi-year projects with 99% success rate | | |
| * Presented 10 posters and presentations at conferences, showcasing ability to tell a narrative and draw conclusions about data in easy-to-understand narratives | | |
| * Mentored and managed teams of research assistants each semester, implementing standardized protocols and frameworks to reduce noisy data by 40% and maximize statistical power for detecting effects | | |
| |  |  |  |  | | --- | --- | --- | --- | | **Academic and Personal Projects** | | | | | * Wrote [blog](https://calebjpicker.quarto.pub/a-coffee-driven-approach-to-data-science/posts/afi-analysis/?fbclid=IwAR1SgoUSSuW2herXA9ioIkLs_XLEPkis4KD173_kBmdpGx3pk8sTrZO6OUI) on natural language processing to understand latent themes behind AFI’s music lyrics * Evaluated Qualtrics survey and conducted exploratory factor analysis to improved board game group attendance and satisfaction | | | | | **Education**  University of Nevada, Las Vegas |  | | | | * *MA in Cognitive and Quantitative Psychology* | | | **Aug 2010 to May 2015** | | * *BA in Psychology* | | **Aug 2006 to May 2010** | | | | |