**Caleb J. Picker**

Fernley, NV (available to relocate or work remotely) | (725)-217-8654 | caleb.j.picker@gmail.com |

https://www.linkedin.com/in/calebjpicker/ | https://github.com/calebjpicker | https://calebjpicker.quarto.pub/cvr/

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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 | | |
| * Co-authored a peer-reviewed research article comparing traditional hand scoring of the Levels of Emotional Awareness Scale (LEAS) to Program for Open-Ended Scoring (POES) methods, recommending 3 efficient POES methods for testing nonclinical samples of young adults, facilitating wider use of the LEAS and promoting the shift from hand scoring methods of emotional awareness in research and clinical settings | | |
| * Introduced a FORTRAN program to compare correlation differences using 95% confidence intervals, leading to a publication in a peer-reviewed journal | | |
| * Co-authored a study exploring the relationship between fibromyalgia and emotional awareness, revealing unexpected negative correlations between emotional awareness and age, suggesting the need for further research to understand the impact of fibromyalgia on emotional awareness and potential implications for treatment | | |
| * Co-authored a study demonstrating that women have higher scores on overall emotional awareness and its subcomponents, including emotional precision, complexity, granularity, and perspective taking, contributing to the understanding of gender differences in emotional awareness and its potential implications for mood disorders like depression. | | |
| ***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 | | |
| * Conducted research on the nature of recollection in children, revealing how structural brain-level changes and neural mechanisms impact memory retrieval, contributing to the understanding of memory development in Cognitive Science | | |
| * Led a comprehensive review of recognition memory theories, resulting in a new perception model which highlights the importance of brain region representations and the influence of task materials on memory and perceptual processes in Cognitive Neuroscience | | |
| * Developed a novel model correlating recognition memory tasks with visual search tasks, proposing an experiment to test this model, and advancing the understanding of how the hippocampus and perirhinal cortex contribute to memory and perception in Human Memory Seminar | | |
| * Initiated a theoretically-driven mathematics intervention for kindergarten children, identifying and training those with impaired episodic memory processes, leading to improved strategies for math ability and advancing theories in the field in Math Cognition Seminar | | |
| * Conducted a study revealing that mental effort has a greater impact on associative recognition performance than on cued recall, enhancing the understanding of consolidation processes in recognition memory. | | |
| * Discovered through research that action video game experts likely possess a wider spread of attention, providing insight into the cognitive impact of video gaming on attention distribution. | | |
| * Conducted experiments investigating the effects of mental effort and similarity on recollection and familiarity in recognition memory, contributing to a deeper understanding of retroactive interference and its impact on memory consolidation | | |
| * Presented 10 posters and presentations at conferences, showcasing ability to tell a narrative and draw conclusions about data in easy-to-understand narratives, third Year talk | | |
| * 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 | | | | | * Invented a game of 3-Dice craps, currently in progress, and conducted calculations to determine the probabilities and odds ratios for all the betting hands, enhancing understanding of the game and informing strategic decision-making for player | | | | | * Proactively collected and analyzed public KPI data as a standard Walmart associate, discovering a potential solution to improve first-time substitution rate by reducing unavailable items, contributing to operational efficiency and customer satisfactio | | | | | * Developed a Rental Value Calculator that accurately calculates the minimum purchase price required to attain a desired cash flow percentage and net operating income, providing valuable insights for real estate investors in making informed purchasing decisions | | | | | * Created a web-scraping Python script to collect Board Game Geek data, with a focus on utilizing NLP analysis of game reviews to assess their influence, alongside other factors, on board game rating | | | | | * Developed an in-progress quantitative finance script in R, utilizing machine learning techniques to predict stock options trading prices, contributing to the advancement of predictive modeling in the financial sector | | | | | **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** | | | | |