

Chad Nelson

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EDUCATION

UNIVERSITY OF IOWA

Iowa City, IA

Master of Science, Business Analytics: expected graduation December 2021

08/2020-12/2021

- **Relevant completed courses:** data and decisions, data programming in Python, information visualization, data management and analytics, professional development business acumen
- **Relevant current courses:** data science, advanced analytics, big data management and analytics, quantitative finance and deep learning, business communication
- 4.00 GPA

UNIVERSITY OF NORTHERN IOWA

Cedar Falls, IA

Bachelor of Arts, Marketing

08/2016-12/2019

- Graduated *cum laude*

TECHNICAL SKILLS:

- **Tools:** Python, SQL, Azure Databricks, Tableau, Orange, JMP, GitHub, Microsoft Office suite
 - **Methodologies:** Skilled in linear/logistic regression, time series analysis, data visualization, database design, natural language/text processing, cloud computing, data mining
 - **Projects:** 2020 Census project: I worked on a team to assist the Iowa Northland Regional Council of Governments conduct a complete count of Black Hawk County in the 2020 Census. This will help undercounted areas get their fair share of federal funds over the next decade.
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EXPERIENCE

UNIVERSITY OF IOWA

Iowa City, IA

Graduate Teaching Assistant

01/2021-Present

- Teach content to three classes of more than 30 students each to improve understanding
- Analyze and grade project work and provide detailed feedback to students
- Courses covered: operations management and information systems

SCHEELS

Cedar Falls, IA

Marketing Intern

08/2019-12/2019

- Grew Facebook page likes by 15% in four months through creation of targeted content
- Implemented a social media content calendar to improve consistency and accountability

Retail Associate

05/2018-08/2019

- Grew YoY sales \$/hour by 123% for period 5/1-7/31 by improving sales techniques
- Cultivated a team-first environment by learning from and discussing goals with coworkers

RED CEDAR

Cedar Falls, IA

Digital Marketing Coordinator

05/2019-12/2019

- Increased new email subscribers by 31% in six months by improving lead generation methods
 - Expanded coworking memberships by 40% from May to August by adjusting key value offers
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ACTIVITIES & LEADERSHIP

AMERICAN MARKETING ASSOCIATION

Cedar Falls, IA

Vice President of Finance

04/2018-04/2019

- Implemented new funding campaign to raise additional \$2,100 for national conference use
- Managed organization finances and created an updated budget for better record keeping