

Chad Nelson

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EDUCATION

UNIVERSITY OF IOWA

Iowa City, IA

Master of Science, Business Analytics, expected graduation December 2021

08/2020-Present

- **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, NumPy, Pandas, Scikit-learn, Matplotlib, Tableau, GitHub, Excel
 - **Methodologies:** Skilled in linear/logistic regression, linear programming, relational databases, natural language/text processing, Monte Carlo simulation, Bayes' theorem, data visualization
 - **Projects:** 2020 Census project for Black Hawk County, IA: 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. The focus was on historically undercounted areas and demographics.
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EXPERIENCE

UNIFI SERVICE

Cedar Rapids, IA

Ramp Agent

01/2021-Present

- Guided planes to and from gates to prevent aircraft damage and ensure proper procedure
- Operated ground support equipment, handled baggage, and cleaned aircraft cabins

SCHEELS ALL SPORTS

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

RED CEDAR

Cedar Falls, IA

Digital Marketing Intern

05/2019-12/2019

- Increased new email subscribers by 31% in six months by improving lead generation methods
 - Helped raise coworking memberships by 40% by adjusting key value offers
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ACTIVITIES & LEADERSHIP

UNIVERSITY OF IOWA

Iowa City, IA

Graduate Teaching Assistant

01/2021-Present

- Facilitated three discussion sessions of approximately 30 students each to improve learning
- Communicated with course instructor weekly to discuss procedures and goals of sessions

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
- Supervised funding committee of four members as we worked to raise additional capital