Chad Nelson

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EDUCATION

THE UNIVERSITY OF IOWA   Iowa City, IA
Master of Science, Business Analytics   08/2020-12/2021
- STEM-Designated

THE UNIVERSITY OF NORTHERN IOWA   Cedar Falls, IA
Bachelor of Arts, Marketing   08/2016-12/2019
- _cum laude_ (GPA 3.64)

TECHNICAL SKILLS:
- Tools: Python, SQL, Jupyter, Excel, Tableau, Google Analytics and Data Studio
- Methodologies: Linear & logistic regression, decision modeling, entity-relationship diagrams, relational data modeling, time series, natural language processing, data visualization, SEO, and social media marketing
- Projects: 2020 Census project for Black Hawk County, IA (youcount-bhc.com): Studied heatmaps of Black Hawk County 2010 Census data to discover geographic areas to target for campaign

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EXPERIENCE
SCHEELS ALL SPORTS   Cedar Falls, IA
Intern   08/2019-12/2019
- Grew Facebook page likes by 15% in four months through creation of engaging content
- Created Facebook page's top two organic reaching posts and highest engaged post to date
- 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
- Developed a customer-centric mindset by prioritizing their needs in lieu of pushing products
- Cultivated an effective teaming environment by learning from coworkers and discussing personal goals regularly

RED CEDAR   Cedar Falls, IA
Digital Marketing Coordinator   05/2019-12/2019
- Increased new email subscribers by 31% in six months by introducing new lead generation methods
- Expanded coworking memberships by 40% from May to August by adjusting key value offers
- Optimized paid and organic marketing campaigns by creating customer personas to target

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ACTIVITIES & LEADERSHIP
AMERICAN MARKETING ASSOCIATION   Cedar Falls, IA
Vice President of Finance   04/2018-04/2019
- Implemented strategic crowdfunding campaign to raise additional $2,100 for conferences
- Managed organization finances and created a new detailed budget for future use
- Supervised funding committee of four members as we worked to raise additional capital

ADDITIONAL INFORMATION
- Certifications: Advanced Google Analytics, Intro to SQL from Codecademy, Learning Python from LinkedIn, Intro to Google Data Studio, Google Ads Search, Data Mining with Python from StackSkills
- Awards: Third place finish in digital marketing strategy competition among a field of eighteen teams