

SCOTT S. COHEN

New York, NY 10032 | 804-399-9345 | cohenss@vcu.edu | www.linkedin.com/in/cohenss

Data specialist who combines mathematical knowledge and data coding skills to support the development of critical insights. Committed to adding value to companies by helping them gain a better understanding of variables that support effective decision making and investment.

WORK EXPERIENCE

HAVAS MEDIA

November 2018 – Present

Havas Media is the media division of the global marketing and communications group Havas.

DATABASE ENGINEER / DATA ANALYST

Dual role building automated and semi-automated processes (ETL) across clients using multiple languages and tools.

- Play a key role in internal group supporting data development journey.
- Created application to standardize data presentation across the analytics department.
- Reduced labor hours by 80% using Python scripting and automated ETL processes.
- Created reports and managed insights for multiple clients across many sectors including utility, retail, and pharma. Partnered with client management teams to support overall client satisfaction.
- Led effort to build internal website to support processes, drive efficiencies, and create alignment across the company.
- Presented to Senior Leadership on numerous occasions.
- Engaged with outside media representatives to support the gathering and analysis of data.
- Developed multiple APIs to extract data from external sources to inform business decisions. Distributed APIs for use by other data engineers.

SUPERDATA RESEARCH, a Nielson company

May 2018 – August 2018

World's leading provider of market intelligence into the gaming industry analyzing both qualitative and quantitative insights into multiple genres, channels, and payment schemes.

ANALYTICS INTERN

- Developed KPIs to support the ongoing analysis and measurement of performance and trends.
- Conducted in-depth analysis on a targeted product, including understanding corporate strategy, industry background, channel usage, target audience receptivity and product advantages.
- Created automated script to analyze any type of survey data which removed the need to create discrete scripts for each individual survey.
- Captured key information including sales, platform and usage data from online channels to support business analyses. This was accomplished through scraping multiple websites leveraging Python.
- Developed user-friendly templates using SQL to support another department's data queries.
- Regularly developed and executed SQL queries to support company's ongoing data needs.
- Aggregated and vetted potential data sources to inform models.
- Supported client-requested custom data requests of varying scope and size.

SKILLS

Languages: R, Python, SQL, MatLab, JavaScript, HTML, CSS

Tools: Tableau, Microsoft Office, AWS S3, AWS Redshift, AWS DynamoDB, AWS EC2, DBEaver, SPSS, JIRA, MySQL, Git

Interests: Database Engineering, Machine Learning, Statistical Modeling, Data Visualization, Data Storytelling and cooking

EDUCATION

Virginia Commonwealth University, Richmond, VA

Sep 2014 – May 2018

Bachelor of Science (BS), Applied Mathematics