**Daniel Short**

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**Data Scientist** who turns advanced analytics into growth. Leveraged NLP, predictive models, and deep learning to raise website traffic 750% and page-views 565%, guiding strategic data-driven decisions for executive stakeholders.

**TECHNICAL SKILLS**

* **Machine Learning** (Autoencoders, VAEs, CNNs, RNNs, Transformers, Reinforcement Learning, Embeddings)
* **SQL** (PostgreSQL, MSSQL, Views, Stored Procedures, CTE)
* **Python** (PyTorch, TensorFlow, scikit-learn, Pandas, NumPy)
* **Excel** (Power Pivot, Power Query, VLOOKUP)
* **Tableau, PowerBI**

**WORK EXPERIENCE**

**Business Analyst February 2024 – Present**

Visit Grand JunctionGrand Junction, CO

* Automated repetitive tasks using Python, reducing task time by 99% and saving over 200 hours annually.
* Initiated a machine learning initiative to automate website link repairs using NLP, increasing traffic by 750%.
* Applied data-driven insights to marketing, increasing pageviews by 565%, sessions by 123%, and engagement by 56%.

**AI Data Quality Analyst November 2023 – January 2024**

RandallReillyRemote

* Transitioned workflows from R to Python, deploying a one-click solution that reduced process times by over 95%.
* Led the integration of AI and machine learning, expanding serial number tracking by over 1000%.
* Created an autoencoder model using PyTorch, significantly improving error detection and operational efficiency.

**Asset Protection Data Analyst June 2022 – November 2023**

TargetMontrose, CO

* Designed and implemented effective custom BI dashboards with company-wide adoption.
* Through trend analysis insights, increased theft reports by 57.6%, theft prevention by 180%, and shortage by 24%.
* Communicated technical information to a non-technical audience through data-driven presentations.

**EDUCATION**

**Eastern University May 2025**

Master of Science in Data Science – GPA: 4.0/4.0

**Purdue University Global May 2023**

[Bachelor of Science in Data Analytics](https://www.credential.net/0f4df6f1-112e-4e4e-8cb1-b97e7ecd3a3b) – GPA: 3.6/4.0

**CERTIFICATIONS**

* [IBM Data Analyst](https://www.coursera.org/account/accomplishments/specialization/certificate/CYUMPN7ZQRDA), [IBM Machine Learning](https://www.coursera.org/account/accomplishments/specialization/certificate/7262X6HH5NF2)
* [Google Analytics](https://skillshop.credential.net/2b2a612a-fbe8-4bbd-b882-0536b2f1d96a#acc.TIUSmxi7), [Google Data Analytics](https://www.coursera.org/account/accomplishments/specialization/certificate/N6MNKYE4MKEP), [Google Advanced Data Analytics](https://www.coursera.org/account/accomplishments/specialization/certificate/K47AGB33F8VS)

**PROJECTS**

* [Sheet Music Watermark Removal](https://www.danielshort.me/portfolio.html?utm_source=resume&utm_medium=website&utm_content=sheetMusicUpscale) - Implemented an ML pipeline to remove watermarks and upscale sheet music.
* [Synthetic Digit Generator](https://www.danielshort.me/portfolio.html?utm_source=resume&utm_medium=website&utm_content=digitGenerator) – Developed a VAE to learn and generate latent representations of MNIST digit images.
* [Nonogram Solver](https://www.danielshort.me/portfolio.html?utm_source=resume&utm_medium=website&utm_content=nonogram) – Created a reinforcement learning model to solve Nonogram games (94% solve rate).