

EMMA K GILLEN

DATA SCIENTIST

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A 12907 Framingham Ct. Tampa, FL

EDUCATION

Syracuse University

January 2020 – Present

Expected graduation: March 2021

Master of Science in Applied Data Science

University of Illinois at Urbana-Champaign

August 2013-May 2018

Bachelor of Science in Liberal Arts and Sciences

Major: Mathematics

Concentration: Operations Research

Major: Classics

Concentration: Classical Civilization

EXPERIENCE

Automotive Internet Media

July 2018 – July 2019

Marketing Data Analyst

- Managed budgets for over 50 customer accounts on a month-to-month basis across various sources of PPC traffic for monthly coverage
- Monitored analytic behavior using primarily Google Analytics and leveraged data to ensure optimal performance on an individual client basis
- Tracked key performance indicators over time allowing me to quickly identify behavioral changes and resolve performance issues
- Restructured and implemented campaigns in both Google Ads and Microsoft Advertising, resulting in overall increased performance

PROFESSIONAL SKILLS

R	Adobe Illustrator
SQL	Regex
Python	Microsoft Excel
C++	Google Analytics
C	Google Ads
MATLAB	Microsoft Advertising

RELEVANT COURSEWORK

Data Science

- DATA ANALYTICS
- DATA ANALYSIS AND DECISION MAKING
- MARKETING ANALYTICS
- BUSINESS ANALYTICS
- NATURAL LANGUAGE PROCESSING
- TEXT MINING
- INFORMATION VISUALIZATION
- INTRODUCTION TO INFORMATION SECURITY
- DATA ADMIN CONCEPTS AND DATABASE MANAGEMENT

Mathematics & Statistics

- GRAPH THEORY
- ABSTRACT LINEAR ALGEBRA
- LINEAR PROGRAMMING
- STATISTICS AND PROBABILITY, I & II

Economics

- ECONOMIC STATISTICS II
- INTERMEDIATE MICROECONOMIC THEORY
- INTERMEDIATE MACROECONOMIC THEORY