Eric Zarycki

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EDUCATION

University of South Florida   Tampa, FL
Bachelor of Science   Graduated August 2024
> Major in Information Science; Concentration in Data Science and Analytics
> Cumulative GPA: 3.84/4.0
> Relevant Coursework: Advanced Statistics; Predictive Analytics; Visual Analytics; Intro to Text & Data Mining

WORK EXPERIENCE

IBM   New York, NY
Marketing Data Analyst   Aug 2024 – Present
- Spearheaded a 3-month analysis into over 1,000 buying groups, examining content-driven conversion and group formation. Findings were presented to 100+ stakeholders, including the VP of Data Science and Analytics and the CMO of Consulting.
- Optimized project tracking systems in IBM's Marketing Analytics and Data Science team, streamlining deadline and progress reporting for leadership presentations.
- Integrated 10 different data sources, primarily from Google Analytics, to analyze how web content drives buying group formation, shaping Demand team strategy and enabling further analysis with the Adobe Stack.

IBM   New York, NY
Marketing Analytics Intern   May 2023 – Aug 2023
- Analyzed data from Google Analytics to segment 1M+ individuals, providing insights for targeted marketing strategies based on actionable recommendations.
- Collaborated with stakeholders to drive results by aligning marketing strategies with customer insights.
- Led the team in Github contributions, earning recognition from my manager for my active role in the project.

Chewy   Dania Beach, FL
Business Analyst Intern   Jun 2022 – Aug 2022
- Developed a dashboard to track active and non-active widget metrics across date ranges, which was used to consolidate 66% of the 1,000+ widgets. The project was completed 3 weeks ahead of schedule.
- Completed multiple ad-hoc queries for leadership, utilizing time saved from the main project.

UNIVERSITY PROJECTS

Reddit Sentiment Analysis   Nov 2023 – Dec 2023
- Conducted sentiment analysis on Reddit threads relating to geopolitical conflicts using both PRAW (Python Reddit API Wrapper) and R's Syuzhet package to analyze public opinion trends.
- Our team was among the few to be awarded an 'A' for the project; Perfect peer review grade for both technical execution and presentation.

ACTIVITIES

USF T.E.A.M (Transfer Engagement and Achievement Mentorship)   Tampa, FL
Student Mentor   May 2023 – May 2024
- Mentored transfer students through bi-monthly meetings and engagement activities, achieving a 75% participation rate while supporting their transition to USF.

Girls in Tech, Inc.   San Francisco, CA
Hackathon Volunteer   Oct 2022
- Reviewed 300+ participants' code for quality and best practices and guided teams through a scavenger hunt.

ADDITIONAL

Technical Skills: Advanced in SQL, R, Excel, Word, Tableau, DB2, Snowflake, MySQL, Google Analytics; Proficient in Python
Analytical Expertise: Customer Journey Analysis, Buying Group Analysis, Sentiment Analysis, Content Performance, Lead Scoring & Funnel Analysis, Web Traffic & Engagement Analysis
Awards: 1st Place in Chewy's National Case Competition out of 70 participants (2022); Citizen Band Potawatomi Scholarship Recipient (2021-2024)