

EVAN J. CONNOLLY

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INTRODUCTION

With a background in marketing and communication and an ever-growing toolkit of analytical skills, I am a creative problem solver with a close eye for detail. Currently pursuing opportunities in analytics.

EDUCATION

Northeastern University, Roux Institute, Portland, ME

2022 - 2024

Masters of Professional Studies in Analytics

Courses Completed: Intro to Enterprise Analytics, Database Management Systems, Data Communications & Visualization, Probability Theory & Intro to Statistics

Temple University, School of Media & Communications, Philadelphia, PA

2012 - 2016

Bachelors of the Arts in Advertising

Major in Advertising with a concentration in copywriting

TECHNICAL SKILLS

Scripting Languages: SQL, R & Python

Visualization Tools: Tableau, R Library ggplot, & PowerBI

Statistical Tools: R Studio, Microsoft Excel & PowerBI

ACADEMIC PROJECTS

Creating an Improved Data Experience for the Dempsey Center

- Developed a full data pipeline running from an appointments scheduling application to an Azure database and ending with Tableau reporting dashboards. Worked collaboratively with three teammates using Python, MySQL, and Tableau to create client centric dashboards as a final deliverable.

Customer Retention Analysis for VIP Tires & Auto Service

- Leveraging five years of transaction data from VIP Tires & Auto Service our group analyzed the individual performance of each store in the VIP ecosystem in R Studio to identify customer behavioral trends and generate scorecard for each store, including their store rankings in specific calculated metrics.

Airbnb Listing Features Analysis and Influence on Pricing in the Boston Metro Market

- Using data mining tools in R Studio our group analyzed data scraped from AirBNB listings. Using feature analysis and K-Means clustering we identified and defined 5 distinctive segments of the Boston AirBNB market.

PROFESSIONAL EXPERIENCE

Digital Marketing Data Analyst, **Allagash Brewing Company**, Portland, ME

July 2023–Dec. 2023

- Developed, administered, and analyzed the results of Allagash's first ever tasting room surveying program.
- Researched and offered recommendations on loyalty programs for the marketing department, leveraging analytics.
- Built visualizations to better explain the performance of Allagash's marketing campaigns and tasting room.

Marketing Manager, **Grandy Organics**, Hiram, ME

Sep. 2020–Jan. 2023

- Directed a full re-brand of a 40+ year old company from GrandyOats to Grandy Organics.
- Oversaw the design, updating, and ordering of all marketing and sales materials.
- Managed the direct to consumer sales channel, responsible for \$350k in sales in 2022.

Kitting Coordinator, **Hyperlite Mountain Gear**, Biddeford, ME

Sep. 2018–Mar. 2020

- Developed new material organization systems to increase manufacturing efficiencies on the assembly floor.
- Trained and managed additional members of the kitting team as the department grew.
- Contributed to strategic planning of operations as a member of the leadership team.