

**GENNETTE O. ZIMMER, MBA, M.Sc.**

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■ Data Analysis ■ Problem Solving ■ Strategic Planning ■ Research and Analysis ■ Presentations ■ Public Speaking

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**PROFESSIONAL EXPERIENCE**

**Sentry Data Systems, a Craneware company, Remote**

**2020 – Present**

*Data Analyst*

Imported, monitored, and built queries to extract and aggregate large data sets in SQL database to create reports answering complex business questions. Evaluated root cause of client business questions, demonstrated findings, presented to clients conclusions garnered from impact reports and resolved issues. Recognized for exemplary customer service Utilized excellent communication skills to inform clients and internal stakeholders of resolution progress in fast paced Agile working environment.

- Identified new process improvement opportunity for cross-team methods that eliminated work duplication and resulted in earlier client satisfaction and case closure.
- Improved data quality and effectiveness as primary liaison on cross-functional team tasked with reviewing and analyzing reasons that data connections were failing. Goal was significantly improved match rate for data connections by identifying the core issue and corrective strategy if appropriate.
- Discovered patterns and identified correlations within various data sets to improve business decisions by building SQL queries and creating client-facing reports informing business strategies.
- Gleaned meaningful insights for another department when department lead requested configuration modifications; determined financial impact for myriad clients. Data gathered from SQL queries and exported results to Excel to create Pivot tables and visualizations.
- Created reports and dashboard to determine case work achievement of milestones for a large-scale data quality project using Salesforce.

**Graduate Student, Boston, MA**

**2018 - 2020**

*Boston University*

- Revealed a correlation between market sentiment and stock performance via market sentiment analysis of Twitter data (tweets) mentioning specific stocks; and presented findings. Used Twitter API to connect to R and performed pre-processing transformations to apply to data corpus.
- Determined linear relationship between dollars pledged and total backers investing in Kickstarter projects. Filtered and cleaned 378,000 rows of data, examined residual data and correlation coefficient, then ran a linear model. Reviewed R-Squared to determine variability in amounts pledged as explained by the number of backers.
- Presented to class a project that demonstrated correlation between television characters' race and gender to real U.S. demographics to show casting demographics versus real world demographics.

**Tufts University, Medford, MA**

**2013 - 2017**

*Sr. IT Knowledge and Learning Specialist*

- Collected department related data from disparate sources such as the university's learning management system, Google Analytics and Qualtrics surveys to connect and clean data to answer management questions about client learning habits and make recommendations for improvement using Tableau visualizations and dashboards for management to review.
- Collaborated with subject matter experts such as Information Security team and Office of Sustainability to develop content synchronous and asynchronous methods through in-class learning, web-based documentation, and video training modules.

- Built relationships with various departments by working with them to use campus wide software tools available to them that they may previously not be aware of. These connections resulted in building allies beyond the Information Technology department to assist with buy in when new software was rolled out campus-wide.

### **ADDITIONAL EXPERIENCE**

Risk Management Specialist | Trainer, Wiley Rein, LLP, Washington DC. Documented existing and created new department specific business processes in order to determine specifications needed for risk management software. Part of the team of people tasked with evaluating the various software options and providing recommendation for new firmwide solution. Coordinated, implemented, and completed several initiatives proposed by the law firm's General Counsel, Executive Director, or Administrative Committee. Project lead for Secretarial Services baseline skills initiative and assessment of firm-wide training needs. Researched and wrote Client Quality Summary Reports. Drafted Ethical Screen memos.

### **CURRENT INDEPENDENT PROJECTS**

Consulting with a professor at Northeastern University to present industry insights as a guest speaker for a graduate level Global Studies course on Sustainable Development. Project involves demonstrating data analytics methods to derive insights using Python and Tableau. Desired outcome is for students to understand the role of machine learning to determine predictability of Overall ESG Scores and compare variables to derive insights through visualizations on the potential impact ESG ratings from global, economic, political and social perspectives.

### **PUBLICATIONS**

Zimmer, G. "Food Safety Technologies Defined" in Detwiler, D. (Ed.) Building the Future of Food Safety Technology: Blockchain and Beyond. (1st Ed.). Elsevier Academic Press, Cambridge, MA. October 2020. ISBN: 9780128189566

### **EDUCATION/PROFESSIONAL DEVELOPMENT**

- **Master of Science in Computer Information Systems**, Data Analytics, Boston University
- **Data Analytics Certification**, Northeastern University
- **Leadership for Technical Professionals Course**, Tufts University
- **Master of Business Administration**, Technology Management, University of Phoenix
- **Bachelor of Arts**, Theater Arts, Sonoma State University

### **TECHNICAL SKILLS**

- Programming languages:
  - Proficient in SQL, R, Python, Linux
  - Working knowledge of: HTML, Ruby
- Tableau
- Google Analytics
- Google CoLab
- Hypothesis Testing and Experimentation
- Modeling: Linear and logistic regressions, decision trees
- MS Excel (pivot tables and vlookup)
- Salesforce