BROCK FREEMAN
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Summary

Business Analyst with a background in Marketing and Business Administration. Motivated entrepreneur from West Texas with a passion for discovering trends and building reports. Helped two small startups scale from hundreds to thousands of online users by using analytical tools and marketing campaigns on Hootsuite. Data-driven analyst with 4 years project management and business relations experience. In 2018, co-founded a mobile and web application called Outserved, which specializes in custom geo-fence marketing and data mining for local businesses. The ability to work with small to mid-sized databases and conduct detailed reports and insights to help scale a business, would be a strong addition to the team.

Technical Skills

Languages: Python, Pandas, SQL, Solidity
Software: Hootsuite, Tableau, Jupyter Notebook
Databases: PostgresQL, AWS, Back4app

Projects

Outserved Reports | https://github.com/Bfree22/Outserved-Reports
- Build dashboards to show user in-app activity on the Outserved app.
- Calculate the average time a user enters a business location.
- Tools used: Python, Pandas, Pyviz
- https://www.outserved.com/

EV Sentiment Trading | https://github.com/Bfree22/EV_Sentiment_Trading
- Analyze twitter sentiment amongst various tweets to determine if there was a way to predict stock price movement.
- Use NLP to find the most talked about EV stocks and tweets to compare with stock price.
- Tools + techniques used: NLP, Python, Pandas, Plotly

Portfolio Risk Simulator | https://github.com/Bfree22/Custom-portfolio-Risk-Return-Calculator
- Portfolio risk / return calculator with portfolio simulation for portfolios to weigh out risk between crypto and stock assets.
- Clean the data obtained from the API so it could be used for analysis.
- Implement Monte Carlo simulation with adjusted risk-level and investment amount
- Tools used: Python, Pandas, Matplotlib

Experience

Marketing Manager   **2019 – 2020**

Agrellus   Lubbock, TX

Manage content and budget for all social channels to optimize successful marketing strategies. Increase site and app activity by over 300% YTD using Hootsuite and Facebook Analytics. Work collectively with the outbound marketing team to ensure the content post and theme was similar across all channels.

Co-Founder / Business Analyst   **2018 – 2019**

Outserved / Local LBK   Lubbock, TX

Conduct reviews and reports on business developments to minimize errors, ensuring spending is maintained and timelines are met. Effectively present in-store activity from geo-fences to local franchise owners and small business clients. Outserved recently integrated with Local LBK early 2021 to provide business insights and customer analytics to it's 100+ partners.

Education

Fintech Bootcamp Certificate: Southern Methodist University, Dallas, TX   **2021**
A 24-week intensive program focused on gaining technical programming skills in VBA, Python, SQL, Big Data, Ethereum, Blockchain, and Machine Learning.

BA General Studies: Texas State University, San Marcos, TX   **2016 - 2019**
3 Minors: Art, Business Administration, Fashion Merchandising