

DEREK SOTO

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Profile Summary

Organized, communicative, and quick-to-learn recent computer science graduate with 1 year of valuable internship experience. Seeking an opportunity as a data analyst to contribute to Vizance's data conversions and process improvements.

Skills

Programming: SQL, Python (Pandas, scikit-learn) A/B Testing and Experimentation Modeling: Linear and Logistic Regressions Data Visualization: Excel, Google Sheets, Matplotlib, Tableau

Languages

Bilingual - English and Spanish, Fluent in English and Spanish, conversant in Italian, Interned in Spain for two years after graduation, Four years of high school and college Japanese education, Certificate in conversational Spanish from University of Tampa.

Certifications

Google Data Analytics Professional Associate Certified Analytics Professional (aCAP)

Achievements

Fantasy Football Modeling Aggregated and prepped 6 years of NFL fantasy football projection data from 8 independent sources into MySQL database, which improved winning streak by 78% Built a random forest model in scikit-learn that combined disparate sources into one projection that outperformed the mean absolute error of the next best projection by 14% Movie Recommendation Engine Prepped IMDB and Rotten Tomatoes data and used knearest- neighbors in scikit-learn to build an improved movie recommendation system Saved an average of 17 minutes on movie selection relative to previous methodology Built visualizations in Tableau to show how ratings changed and how the model performed over time

Education

Bachelor's of Science Computer Science University of San Francisco 2016 - 2020 San Francisco, CA GPA: 4.0 Awards 2020 - Pedro Arrupe Award for rising seniors (Mission Council, Office of the President)

Experience

Market Research Analyst Intern Prudential April 2019 - March 2020 Pittsburgh, PA Received, cleaned, and prepped data using Python, SQL, and Excel to help build marketing mix models that resulted in a lift in ROI of 8 basis points Built data visualizations using Tableau for KPIs that reduced manual reporting by 10 hours weekly Using Excel and SQL, built calculator for a client to help them prioritize their project roadmap by changing inputs like customer LTV, conversion rate, and organic traffic Collaborated with product managers, gaining insight into marketing aspects and writing documents Identified strategic marketing opportunity through detailed analysis with intern team, making recommendations that saved the client over \$11K in yearly campaign costs Contributed to weekly and monthly reports on product development and design Worked with 4 interns to conduct an attitude study, which led current clients to purchase products 13% more often