

IAN BRANSTETTER

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Portfolio Website: <https://ianbme.github.io/website/portfolio.html>

EDUCATION

BBA: Marketing and BIS (Business Information Systems)

05/2024

University Of Pittsburgh, College of Business Administration - Pittsburgh, PA

- GPA: 3.86

SKILLS

- | | |
|--|---|
| • Excel (VLOOKUP, Pivot Tables, Conditional Formatting) | • Google Analytics |
| • Power BI (DAX, Power Query, Row level security) | • Tableau (visualizations, calculated fields) |
| • SQL (Temp Tables, Subqueries, Joins) | • Python (Pandas, functions) |

WORK HISTORY

Market Research Intern

5/2023-8/2023

Arnoff & Associates Inc. – Wexford, PA

- Generated and tracked 5 KPIs to enhance and inform data-driven decision-making.
- Conducted in-depth market research to gather and analyze data sets on consumer behavior, market trends, and competitive landscape, supporting strategic decision-making and product development initiatives.

Data Processing Intern

4/2019-7/2019

Neuromuscular Research Lab (NMRL) – Pittsburgh, PA

- Performed data cleaning in Excel with advanced functions while organizing files, spreadsheets, and reports using Excel.
- Delivered clerical and data input support by handling range of routine and special requirements including live recording data during exercise studies.

LEADERSHIP AND CERTIFICATIONS

- **Microsoft Certified: Power BI Data Analyst Associate (6/24/2023)**
- **President of the Mixed Martial Arts Club at Pitt-(6/2022-Present)**
 - Lead and taught practices with over 150 members, while resolving any social or logistical issues.
 - Designed and ran marketing campaigns while raising, managing, and allocating funds.
 - Successfully created merchandise projects, while using Excel and Google analytical tools to track KPIs.
- Google Analytics for Beginners Certification (7/28/2022)