

Brad Tweardy

DATA SCIENTIST - iPROSPECT

Apex, NC - Email me on Indeed: [indeed.com/r/Brad-Tweardy/b11a339980aef063](https://www.indeed.com/r/Brad-Tweardy/b11a339980aef063)

Data Scientist with strong mathematical and statistical background. Experience with big data and machine learning.

Energized by exploring data science methods and presenting actionable insights to non-technical audiences.

Authorized to work in the US for any employer

WORK EXPERIENCE

DATA SCIENTIST

iPROSPECT - September 2016 to Present

Analyze and model data to understand how digital marketing channels are performing individually, and in conjunction. Assist analytics and reporting teams in efforts to identify trends and opportunities based on marketing performance data from a variety of sources and provide actionable insights that can be used in planning and optimization efforts. Support Data Science team in exploration and innovation of additional advanced analysis and reporting applications and tools.

MANAGER/SALES REPRESENTATIVE

SHERWIN-WILLIAMS - February 2008 to September 2016

Managed client relationships of new and existing clients in order to gain and maintain business. Responsible for annual profit and loss statement results for assigned territories. Led teams to grow sales and profits in achieving

revenue-related goals. Supervised staff while creating and executing operational plans to achieve these goals.

EDUCATION

MS in Data Science

Southern Methodist University - Dallas, TX

April 2015 to May 2017

Johns Hopkins University

February 2015 to May 2015

BS in Business Administration - Marketing

UNC Charlotte - Charlotte, NC

August 2003 to December 2007

SKILLS

Data Science (2 years), Statistical Analysis (2 years), Regression Modeling (2 years), ANOVA (2 years), R (2 years), Python (2 years), Data Analysis (2 years), Data Mining (2 years), Cassandra (Less than 1 year), Machine Learning (2 years), Random Forest (2 years), SAS (2 years), Clustering (2 years), Classification (2 years), Predictive Analytics (2 years), Time Series (1 year), Logistic Regression (2 years), KNN (2 years), Dimensionality Reduction (2 years)

CERTIFICATIONS/LICENSES

Practical Machine Learning

June 2015 to Present

Johns Hopkins University/Coursera

Getting and Cleaning Data

May 2015 to Present

Johns Hopkins University/Coursera

Regression Models

May 2015 to Present

Johns Hopkins University/Coursera

Exploratory Data Analysis

March 2015 to Present

Johns Hopkins University/Coursera

R Programming

March 2015 to Present

Johns Hopkins University/Coursera

Reproducible Research

March 2015 to Present

Johns Hopkins University/Coursera

Statistical Inference

March 2015 to Present

Johns Hopkins University/Coursera

The Data Scientist's Toolbox

February 2015 to Present

Johns Hopkins University/Coursera

ADDITIONAL INFORMATION

Technical Skills

Statistics Methods: Regression Models, ANOVA, Dimensionality Reduction, Logistic Regression, Time Series

Machine Learning: Classification, Clustering, Regression

Software and Programming Languages: Python, R, SAS, SQL (MySQL), Cassandra, Processing, Excel