**Joseph Anthony**

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<https://github.com/janthonyiv98>

**PROFESSIONAL SUMMARY**

**Creative and data-driven candidate with extensive knowledge of marketing strategies and media research. Passionate about driving brand awareness and product performance, along with Data Analysis. Knowledge in data warehousing, process validation and business needs Skilled at tracking marketing trends and interpreting results to develop innovative new procedures.**

**TECHNICAL SKILLS**

* **Languages:** Python, R, JavaScript ES6+, HTML5, SQL
* **Tools:** MongoDB, MySQL,  NoSQL, PostgreSQL, AWS, Flask, Shiny, Tableau, Excel, Seaborn, TensorFlow, Jupyter Notebook, Leaflet.js, SQLAlchemy, Pandas, NumPy, Scikit-learn
* **Skills:** Data visualization, machine learning, database management

**EXPERIENCE**

***Fleet Account Strategist, Hendrick Automotive Group                                          April 2023 - Present***

* Monitor and analyze market trends, customer behavior, and competitive landscape to identify growth opportunities and areas for improvement, providing strategic guidance to drive revenue growth and operational efficiency.
* Develop and implement data-driven strategies to optimize business performance within the Hendrick Automotive Group, leveraging insights from various sources.
* Collaborate with cross-functional teams to identify key business challenges and opportunities, utilizing data analysis to inform decision-making and drive results.
* Serve as a liaison between business stakeholders and data analytics teams, translating business objectives into actionable insights and recommendations.

***Internal Regional Director, LPL Financial                                               November 2021 - April 2023***

* Lead and oversee advisor recruitment efforts within designated regions, driving strategic initiatives to attract top talent and expand LPL Financial's advisor network.
* Develop and execute recruitment plans tailored to each region, leveraging market insights and industry trends to identify potential candidates and nurture relationships.
* Collaborate with internal teams to streamline recruitment processes, ensuring efficient candidate sourcing, evaluation, and onboarding procedures.
* Serve as a mentor and coach to recruitment teams, providing guidance, support, and training to enhance their effectiveness in sourcing and selecting qualified advisors aligned with LPL Financial's values and objectives.

***Director of Strategy, Transportation Insight                                         January 2020 - November 2021***

* Lead the development and execution of strategic initiatives for Transportation Insight's SaaS platform, aligning with the company's long-term goals and market dynamics in the transportation industry.
* Conduct comprehensive market analysis and competitive research to identify opportunities for growth and differentiation, informing product development and go-to-market strategies.
* Collaborate with cross-functional teams including product management, sales, and technology to define the product roadmap, prioritize features, and drive innovation in line with customer needs and market trends.
* Establish key performance indicators (KPIs) and metrics to measure the success of strategic initiatives, continuously evaluating performance and making data-driven adjustments to optimize outcomes and drive business growth

***Key Account / Project Manager, Interluxe                                         November 2018 - January 2020***

* Spearhead high-value residential property auctions, overseeing the entire process from client engagement to successful sales closure, ensuring seamless execution and client satisfaction.
* Serve as the primary point of contact for key clients, maintaining strong relationships and providing personalized service to meet their specific needs and objectives in the multi-million dollar real estate market.
* Collaborate with internal teams such as marketing, legal, and finance to coordinate auction logistics, marketing campaigns, legal documentation, and financial transactions, ensuring compliance and efficiency.
* Implement strategic initiatives to expand the company's market presence and drive revenue growth, leveraging industry expertise and market insights to identify new opportunities and enhance the auction experience for clients.

**EDUCATION**

***Certificate, Data Science                                                                                                March / 2024***

University of North Carolina, Chapel Hill

***Bachelor's Degree, Health Systems Management                                                           June / 2023***

University of North Carolina, Charlotte

***Associates Degree, Liberal Arts                                                                                      March / 2019***

Central Piedmont Community College

**PROJECTS**

**Python Data Visualization with API**

<https://github.com/janthonyiv98/Vacation-Weather-API>

* Summary:
* A comprehensive analysis to answer the question: What is the weather like as we approach the equator?
* Role: Sole author
* Tools: Python requests, APIs, and JSON

**Data Engineering Sqlalchemy**

<https://github.com/janthonyiv98/NC-Vacation-Data-Engineering>

* Summary: This analysis provides valuable insights into the climatic conditions experienced throughout the year, offering a comprehensive perspective for planning a trip to North Carolina.
* Role:  Team Project - Translated data to help individuals make informed decisions, optimize traveling process.
* Tools: Python, Pandas, SQLAlchemy, NumPy, PostgreSQL, PrimaryKeys, ForeignKeys

**Tableau Data Visualization**

<https://public.tableau.com/app/profile/joseph.anthony4549/viz/CitiBikeDataVisulatizations/NumberofRidersbyMonth?publish=yes>

* Summary: Investigation on data analysis of CitiBikes user information to answer a conglomerate of questions.
* Role: Sole author
* Tools: Tableau, BI, SQLALchemy, Python