

# Jason Mishkin

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## Education

**Baruch College, City University of New York**

*Aug 2018 – May 2022*

*Dean's Scholar Program Bachelor of Business Administration*

- **Major: Data Analytics** (Minor: Communications) | **GPA: 3.85 / 4.0** | **Major GPA: 3.96 / 4.0**
- **Relevant Coursework:** Programming for Analytics | Data Warehousing for Analytics | Data Visualization | Data Mining for Business Analytics | Database Management Systems | Natural Language Processing | Marketing Analytics
- **Honors:** Dean's List (Spring 2019 - Spring 2022)

## Technical Skills

**Languages:** Python (Pandas, NumPy, Matplotlib, Seaborn, Spark), SQL, R, HTML

**Frameworks and Tools:** Tableau, Snowflake, Jupyter Notebook, MySQL, Microsoft Excel, Microsoft Access, RStudio, LucidChart, Google BigQuery, DBT Cloud, Google Colab

## Work Experience

**Iconiq Capital, Data & Business Intelligence Analyst**, New York, NY

*Jan 2022 – Present*

- Created an interactive dashboard in Tableau to provide a better understanding of dashboard usage throughout the firm ensuring there is no unauthorized access to secure and trusted content
- Developed a framework in Python to extra data from PostgreSQL database and properly load it into Snowflake for more efficient practices by the Data & BI team
- Wrote queries in SQL to manipulate data to build a monthly report in Tableau for the office of the COO illustrating time allocated per department and work cases created by the Data & BI team

**Kuigo, Data Analytics Intern**, New York, NY

*Nov 2020 – Jan 2022*

- Cleaned data using SQL to build effective visualizations in Tableau to present in weekly meetings
- Compiled market data on the spending habits of varying age groups in big cities to analyze the range of prominent activities
- Prepared and presented a competitor analysis to assist with developing a sound business plan and establish Kuigo's primary niche

**DocGo (Formerly, Ambulnz), Corporate Strategy & Finance Intern**, New York, NY

*Jun 2021 – Aug 2021*

- Organized a list of 500 potential hospitals for DocGo in which to advertise based on numerous factors including licensing, necessity, and competition
- Utilized Tableau software to prepare visual data representations necessary for weekly meetings regarding new subsidiary of DocGo, Telehealth+
- Assisted in the company's preparation to go public via a SPAC vehicle by consolidating balance sheets and creating document templates

## Relevant Projects

**Universal Studios Sentiment Analysis, Computer Information System**, Baruch College

*Jan 2022 – May 2022*

- Ran Sentiment Analysis and Topic Modeling frameworks to analyze and discover what are the key factors that fuel positive or negative sentiment regarding Universal Studios Park customer satisfaction
- Utilized similar analysis to assess the effects of COVID-19 pandemic on Universal Studios Park customer satisfaction

**Customer Targeting Analysis, Computer Information System**, Baruch College

*Aug 2021 – Dec 2021*

- Built an RFM model, using segmentation and regression to learn which group of 256 customers should be targeted in subsequent marketing campaign.
- Ran regression analysis in excel to find best R-squared and utilized Tableau to create clustering for analysis

## Extracurricular Activities

**Association for Information Systems at Baruch College, Member**

*Sep 2020 – Dec 2021*

- Participate in technical workshops utilizing Python to gain experience and insights on data analysis
- Collaborate in monthly seminars from technology sector professionals about their overall experience and day-to-day job

**Tamid Consulting and Investing Group at Baruch College, Consulting Member**

*Sep 2019 – Dec 2021*

- Engage in monthly seminars with industry professionals to gain market insights and learn about their experiences
- Collaborate with a team of 5 peers to provide consulting work for various technology companies located in Israel