JEFFREY PARKER

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801.699.4700
Midway, UT

DATA SCIENTIST

Career Timeline

Creative and data-driven leader with 6+ years of applying advanced data science methods to complex business problems.
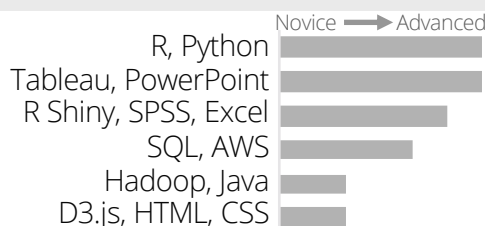
	PROJECTS	SKILLS

2018
Provo, UT
1 Year

Qualtrics
Data Scientist

Clients: Uber, Amazon, Hershey, Clorox, SoFi, etc.

Value: Generated $1m annually in profit through client work

Impact: Exceeded revenue expectations with 100% quarterly growth by automating analyses in R

Creative Strategy: Served as subject matter expert for clients needing advanced methodologies in market research projects primarily pricing strategy, HR benefit studies and software feature prioritization

2017
Chicago, IL
1.5 Years

Northwestern University
MS Analytics
GPA: 3.6

GE Transportation
Data Science Intern

Allstate Insurance
Data Science Consultant

Creativity: Utilized deep learning techniques on image recognition

Entrepreneurship: Created a product offering from scratch that predicts purchases for 1.7m households

Ownership: Implemented a scalable anomaly correction algorithm that automated work of 1.5 FTEs

Analytical Prowess: Intently studied 3 pillars of data science: predictive, descriptive and prescriptive

Team Player: Worked in teams of masters students and Kellogg MBAs on 10+ projects ranging from machine learning, product development to data visualization

2016
Salt Lake, UT
2.5 Years

Cicero Group
Senior Business Analyst

University of Georgia
Market Research Certification

Insightfulness: Leveraged disparate data sources to recommend $70m in additional potential revenue streams

Big Picture: Generated $17k in cost-savings by spearheading a web-scrape

Technical Depth: Bread-and-butter projects include market segmentation, NPS impact and market research

Storytelling with Data: Crafted 1,000s of masterful PowerPoint slides for executive level audiences

Project Management: Directed a team of 4 programmers in development of dashboard tool

Firm Building: Launched high-value internal HR and IT protocols

2014
Boise, ID
1 Year

Clearwater Analytics
Account Manager & Reporting Analyst

Problem Solving: Backed into complex financial calculations in Excel pulling data from SQL

Professionalism: Managed client relationships of Fortune 50 banks with 1,000's of users & $100B's in assets

2013
Logan, UT
5 Years

Utah State University
BS Economics
Minors in Math & Int'l Business
GPA: 3.6

Critical Thinking: Clinton Global Initiative selectee for analysis on wind turbine development

Leadership: Supervised 12 volunteers as student elected Business Senator

www.jeffreyxparker.com
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TOOLS

Novice ➡ Advanced

- R, Python
- Tableau, PowerPoint
- R Shiny, SPSS, Excel
- SQL, AWS
- Hadoop, Java
- D3.js, HTML, CSS

DOMAIN KNOWLEDGE

Novice ➡ Advanced

- Data-driven Decisions
- Strategy Consulting
- Target Marketing
- Data Product Dev
- Internet of Things
- Alpine Sports