

Justin Fernando

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EDUCATION

- Google | Professional certificate, Google Data Analytics Program via Coursera 2024
- HarvardX | CS50 certificate, Computer Science via EdX 2024
- Udemy | Completion certificate, The Complete SQL Bootcamp 2024
- Alteryx | Alteryx Designer Core Certification 2024
- University of Arkansas, J. William Fulbright College of Arts, Fayetteville, AR | Bachelor of Arts | Geography 2006

HIGHLIGHTS

- Chicago-based [data analyst](#) and [recording artist](#) with a decade of experience preparing, exploring, and interpreting data.
- Supplied business leaders with insights to execute campaigns, drive efficiency, and make data-informed decisions.
- Collaborated with small (<5) and large (>10) teams of analysts, managers, data engineers, and data scientists.

EXPERIENCE

D. Carroll Joynes & Abby McCormick O'Neil: Arts philanthropists and founders / board members of various organizations such as The University of Chicago's Cultural Policy Center and The Harris Theater for Music and Dance

Technical Assistant | Chicago, IL

Dec 2024 – Present

- Troubleshoot issues, manage user accounts and security, and offer timely solutions to maintain productivity.
- Work with a global team to coordinate a variety of projects, and help support Abby and Carroll's nonprofit organizations.

RaterLabs Inc., now **Appen**: A data partner that trains AI for search, social media, and other applications

Search Engine Analyst | Chicago, IL

Feb 2016 – Apr 2022

- Improved data quality for SEO by evaluating and rating search results.
- Analyzed, measured, and reported on the accuracy and usefulness of search results.

NSA Media, part of **IPG Media**: A global media agency that helps brands optimize advertising strategies

Marketing Analyst | Downers Grove, IL

Nov 2008 – Feb 2018

- Provided market reports and insights to help clients like Office Depot, Aldi, Safeway, and Sears execute ad campaigns.
- Analyzed demographic, sales, and third-party data to find the right audiences to target in ad campaigns.
- Built apps and modules in the analytics platform [Alteryx](#) to automate processes and speed up data analysis.
- Created Excel macro scripts to streamline, automate, and accelerate data analysis across the firm.
- Created ad hoc, customer Excel-based reports to fuel real-time advanced analytics and analysis.
- Created maps in [ArcGIS](#) highlighting valuable white spaces and ad coverage opportunities for clients.

Rand McNally: Map publishing company and early mover in the market for online mapping systems

Geographic Information Systems (GIS) Analyst | Skokie, IL

Mar 2008 – Aug 2008

- Coordinated with Dept. of Transportation and analyzed GIS data to update online mapping service continuously.
- Researched, located, and geocoded points of interest to maintain accuracy in the company's online maps.

National Public Radio (NPR): Non-profit media organization known for its All Songs Considered and Tiny Desk series

All Songs Considered Intern | Washington D.C.

Sep 2007 – Jan 2008

- Created [Second Stage](#) content for All Songs Considered by writing features, editing audio, and auditioning musicians.
- Contacted record labels and artists to acquire music and press information and write All Songs Considered blog posts.

TECHNOLOGY

- SQL, MS Excel, Alteryx, Tableau, Python, R, C, JavaScript, CSS, HTML, ESRI ArcGIS, ProTools, Final Cut Pro