

Joseph Paulson

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EDUCATION

University of Denver, Daniels College of Business

Denver, CO

Bachelor of Science Business Administration

Graduation: June 2023

Major: Business Information and Analytics, Minor: Computer Science

- Major Coursework: Database Management, Data Warehousing, Data Mining and Visualization, Project Management, Machine/Deep Learning, Automating Business Processes

PROFESSIONAL EXPERIENCE

Spectrum Communications and Consulting Inc.

Chicago, IL

Data Science/Client Services Intern

June 2022 – September 2022

- Created an automated dashboard that pulls data weekly from Google Trends using Python and Azure that isn't used anywhere else in the competition
- Produced numerous scripts to automate the process of pulling reports for several different CRMs
- Engaged solo in a 3-month long case study about the topic of backlinking to determine if Spectrum should continue offering the service to their clients
- Assisted client services team members with daily/weekly tasks such as search term audits, lead audits and Google Trends reports
- Worked with third-party employees to collect permit data all around the country

Philips' Flowers (Flower Pak)

Westmont, IL

Prop Department

June 2021 – September 2021

- Executed set-up for important events to meet detailed client specifications
- Addressed customer complaints and questions with a positive attitude
- Managed allocation of event props to maximize usage

Panera Bread

Willowbrook, IL

Delivery Driver

May 2019 – September 2019

- Executed average of 20 deliveries per daily 4-hour shift
- Managed time accordingly while on deliveries to maximize profit for that day's business
- Dealt with customer complaints and found solutions to accommodate their inconvenience

Internet Joe Music

Entrepreneur/Music Producer

January 2017 – Current

- Established a digital music brand using third-party digital music platforms TrakTrain, YouTube, and SoundCloud
- Created all original content for purchase and distribution
- Increased sales for last 4 years.
- Self-taught in numerous production software applications to create successful beats used by artists all around the world
- Utilized social media/marketing strategies for successful promotion of products and services
- Increased user metrics and repeat sales

SKILLS

Computer: Certified in Microsoft Access, Microsoft Excel, Microsoft Word, and Microsoft PowerPoint

Language: Proficient in Spanish

Technical: SQL, Python, SQL Server, VBA, Power BI, Power Pivot, Tableau, JMP, Microsoft Visio, Adobe Photoshop, Adobe Illustrator, FL Studio 20, Final Cut Pro X