

JOSEPH KRINKE

Durham, North Carolina
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EDUCATION

Duke University, Durham, NC
Master's in Interdisciplinary Data Science

August 2019 - Present

Central Michigan University, Mt. Pleasant, MI
Bachelor's in Statistics

August 2015 - May 2019
Summa Cum Laude

TECHNICAL SKILLS AND CERTIFICATIONS

Skills	Excel, R, SAS, MySQL, Python, NumPy, Pandas, Machine Learning
Certifications	SAS Certified Predictive Modeler, SAS Base Certification

WORK EXPERIENCE

Fresenius Medical Care, Lawrence, MA
Marketing Analytics Intern

May 2019 - August 2019

- Designed and built decision tree and logistic regression models to predict patient acquisition and retention. Worked closely with marketing and IT teams to integrate solution into Salesforce CRM tool. Models have been deployed and are in current use by the organization.
- Built regression model to evaluate the impact of market acceleration initiative on dialysis modality growth.
- Designed and created Salesforce dashboards used to report on marketing KPIs and monthly metrics.
- Audited Salesforce CRM information providing proactive process changes to improve data collection and reporting, ultimately resulting in better quality data for analysis.

Central Michigan University, Mt. Pleasant, MI
Supplemental Instructor

Nov 2016 - May 2019

- Created, designed, and conducted review sessions for undergraduate chemistry, calculus, and pre-calculus courses.
- Worked closely with professors to design supplemental curriculum in support of course guidelines.

ACADEMIC ACHIEVEMENTS

2019 Duke Datathon Finalist: Our team built a model to predict customer conversion rates using Valassis online shopping data. Our report was selected as one of the top 5 of 57 teams, and we presented our results to industry executives.

Graduate School and Social Science Research Institute (SSRI) Scholarship: Awarded to top applicants to the Duke University data science program.

Korea University Academic Excellence Award: Scholarship awarded to the highest-achieving students in the study-abroad program.

Centralis Scholarship: Central Michigan University's most prestigious academic scholarship, providing full tuition and room and board for 4 years.