Jonah Rockey

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EDUCATION

Indiana University – Luddy School of Informatics, Indianapolis, IN — December 2022
- Master of Science in Applied Data Science — GPA – 3.93

Purdue University, West Lafayette, IN — May 2021
- Bachelor of Science in Statistics with Math Emphasis — GPA – 3.94

EXPERIENCE

Virtual Intelligence Briefing, Remote — April 2023 – Present
Data Analyst
- Leveraged advanced statistical analysis and data modeling techniques to identify trends, correlations, and outliers, driving data-driven decisions across finance, marketing, sales, and operations within ViB, a B2B Marketing and Demand Generation company.
- Led an optimization project to reduce company spend by 40% in 2024, while maintaining lead generation at previous levels, directly enhancing financial efficiency.
- Designed and managed real-time dashboards and reports in Tableau, Qlik, and Looker, empowering stakeholders with actionable insights for strategic decision-making.

Susan G. Komen Tissue Bank, Indianapolis, IN — April 2022 – Aug 2022
Database Development Intern
- Collaborated with the Head Informatics Programmer at Komen Tissue Bank to support database development projects for their internal web application managing tissue samples.
- Engineered data-driven web applications using Python, HTML, and Django, optimizing the storage and display of biomedical data.
- Maintained and enhanced existing web pages and applications, utilizing version control tools like Git to ensure code integrity and project continuity.

SKILLS

Programming and Data Tools: Python, R, SQL, HTML, CSS, JavaScript, Tableau, Qlik, Salesforce, Google Analytics, Apache Spark (PySpark), Keras, NumPy, Pandas, D3, Django, Microsoft Excel, Git

Data Analytics and Machine Learning: Applied Statistics, Data Modeling, Data Validation and Cleaning, Neural Networks, Deep Learning, Natural Language Processing, Data Visualization, AI Prompt Engineering

PROJECTS

Deep Learning Model for Music Genre Classification – GitHub Link — December 2022
- Built a convolutional neural network model with the goal of using audio input to predict musical genre.
- Converted audio data into visual representations, enabling the neural network to classify the music effectively.
- Implemented the project in Python utilizing TensorFlow, Keras, and NumPy to ensure robust model performance.
- Achieved over 70% accuracy in classifying music into 10 distinct genres based solely on audio input.

Madden 23 Player Data Visualization Dashboard – GitHub Link — October 2022
- Designed an interactive visualization dashboard to analyze player data from the video game, Madden 23.
- Applied data exploration techniques to analyze the Madden 23 dataset, creating impactful visualizations that transformed raw data into useful information.
- Developed the dashboard using HTML, CSS, and JavaScript, leveraging D3.js, a data visualization library.