

Joshua Conklin

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EDUCATION

San Jose State University (SJSU)

Expected December 2024

Business Administration / Marketing — Bachelor of Science (BS)

Relevant Coursework: Fundamentals of Business Analytics, Marketing Research with R programming, Business Systems, Intro to Computers and Info Tech, Comp Tools for Business, Intro to Statistics

PROJECTS

Interactive KPI Graph and Analysis – Data Science

Conklin Official

- Improved data retrieval by 35% by using **Python**, **Excel**, and **pivot tables** while utilizing **Pandas**, **NumPy**, and **Matplotlib** to code an interactive graph showing relationship between KPIs and content posted.
- Enhanced content posting strategy by 30% by developing an overall analysis of the data, identifying the best performing posts.

Nowtify – Machine Learning / Full Stack web-app

- Building a web app that recommends songs based on mood and time using **React** and **Javascript** for the frontend and **Python**, and **Flask** for the backend, as well as **SQLite** for user database management.
- Learning machine learning, OAuth 2.0, login processes, connecting **APIs** to multiple servers, and databases.

Programming Language Mentions Storyboard – Data Analysis/ Visualization

- Created a **Tableau** storyboard and used **SQL** and **Azure Studio** to extract data from **Kaggle** source and manage databases.
- Improved job research efficiency by 25% by recommending what programming languages are best to learn for data job seekers.

Consumer Behavior Qualtrics Survey – Marketing Analytics

SJSU

- Collaborated with a team of four to conduct a **Qualtrics** survey, Utilized **R** and **Excel** to create bar graphs and analysis reports.
- Aided in helping people understand the effect of influencer marketing on consumer purchasing behavior.

EXPERIENCE

Co-Founder and Data Engineer

Fremont, CA

ConklinOfficial — Personal Soccer Brand

March 2020 - Present

- Increased job research efficiency by 25% by using **Python** and utilizing **Pandas** and **NumPy** to extract data and develop system models that tracks performance of posts.
- Increased content posting strategy by 30% by conducting thorough data analysis to identify trends in user engagement.
- Created and maintained fullstack **Streamlit** website with **HTML** and **CSS** to display data with interactive graphs.

Marketing Designer

Fremont, CA

FYSC — Soccer Club

December 2017 - January 2022

- Boosted market share by 15% by analyzing key metrics with **Instagram analytics tools** to enhance posts promoting new logos.
- Improved tournament marketing exposure by 25% through online promotional branding on Instagram and Facebook.
- Created company's current logo with Illustrator, presented multiple options to executive director and board members.

Soccer Coach

Fremont, CA

FYSC — Soccer Club

January 2022 - February 2024

- Enhanced data tracking by 30% by using **Excel pivot tables** to schedule games, field availability, and track player data.
- Collaborated with coaches to implement training programs and identify areas for improvement.

SKILLS

Certifications: University of Michigan — Py4E Python Course

Technical Skills: Python, SQL, Tableau, R, Excel, Flask, Pandas, NumPy, Matplotlib, Azure Studio, React, Javascript, SQLite, Postman, Jupyter, HTML, CSS, Qualtrics, Microsoft Office, Word, Powerpoint, Git, SwiftUI

Other skills: Leadership, teamwork, data interpretation, software design, team leadership, statistical analysis, databases, project management, website design, research skills, social media marketing, community outreach