

# JILLIAN P. GOODWYN

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**Senior Data Scientist** with 10+ years of experience delivering solutions across SaaS, healthcare, government, and education. Expertise in business intelligence, predictive modeling, data pipelines, and dashboard development. Known for translating complex data into clear insights and leading high-impact, cross-functional projects. Co-founder of a local data science collective; passionate about inclusive, data-driven cultures.

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## PROFESSIONAL EXPERIENCE

**Kangarootime** – Buffalo, NY

**Senior Data Scientist: Business Intelligence & Analytics**

*June 2022 – May 2025*

- Automated revenue sharing, reducing 3+ days of manual work to a self-downloading finance report.
- Rebuilt Power BI sales pipeline dashboard, cutting weekly prep from 4 hours to seconds (200+ hours/year saved).
- Built customer-facing dashboards in Power BI and AWS QuickSight, reducing support load and improving visibility.
- Developed Azure Synapse data pipelines using PySpark, SQL, and Python for near real-time analytics.
- Led BI reporting across finance, billing, client success, sales, and marketing teams.
- Drove data governance across HubSpot, Payrix, and Maxio, improving quality and compliance.
- Architected sales and finance analytics workflows, reducing ad hoc report turnaround by 75%.

**IBM** – Buffalo, NY & Dallas, TX

**Senior Data Scientist & Mentor: Predictive Analytics & Modeling**

*Nov 2021 – May 2022*

- Built end-to-end supply chain pipeline for Toyota Motor North America using Databricks, PySpark, and R to predict on-time delivery from millions of complex data points.
- Improved data quality and model accuracy; trained 6 employees on ML best practices and managed 2 apprentices.
- Co-developed data science internship framework to support learning and program success.

**Anthology, Inc** – Buffalo, NY

**Data Scientist, UX Designer, & Product Researcher**

*Nov 2016 – Nov 2021*

- Built SaaS apps and ML models for sales strategy, finance, and executive decision-making.
- Developed Power BI dashboards for leadership with ARR, CVRR, and sales performance metrics.
- Automated UX feedback analysis with NLP, cutting review time from 4 hours to seconds; mentored UX in ML workflows.
- Built finance analytics app to process multi-file reports in seconds (vs. 25+ hours/file).
- Created predictive models to flag and retain at-risk customers; led data work for evaluations and accreditation.
- Partnered with UX, product, and ops to integrate data insights into strategic planning.

IBM – Buffalo, NY & Washington, D.C.  
**Business Analyst & Junior Data Scientist**  
Sep 2013 – Nov 2016

- Delivered analytics and dashboards for federal, healthcare, and manufacturing clients using SPSS, SQL, and R; supported FEMA and provider-facing web apps.
- Led requirements workshops, created use cases, and trained junior analysts in data collection and analysis best practices.

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#### TECHNICAL SKILLS

**Programming:** Python, R, SQL, Spark, Git/GitHub  
**Visualization:** Power BI, Tableau, AWS QuickSight  
**Cloud & Platforms:** Microsoft Azure, Amazon AWS  
**Machine Learning:** Random Forest, XGBoost, Decision Trees, Neural Networks, NLP  
**Data Engineering:** ETL, Azure Synapse, Databricks  
**Other:** UX Design, Human-Computer Interaction, Data Storytelling, Project Management

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#### CERTIFICATIONS

- SPSS Modeler Data Mining – IBM Certified Associate
- Section 508 Compliance & Accessibility – U.S. Department of Homeland Security

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#### EDUCATION

**SUNY Buffalo State College** – Buffalo, NY  
M.S., Data Science and Analytics, Fall 2022

- **Capstone:** *Media Use and Mental Health in Children* — Used R, regression models, and multi-source EDA to assess media impact on child mental health.

**Carnegie Mellon University** – Pittsburgh, PA  
B.H.A., Humanities and Arts, 2013 – summa cum laude

- Concentration in Human-Computer Interaction and Digital Time-based Art.
- Focused on designing human-centered data tools and storytelling with interactive media.

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#### PUBLICATIONS

Marcu, G., Tassini, K., Carlson, Q., Goodwyn, J., Rivkin, G., Schaefer, K. J., Dey, A. K., & Kiesler, S. (2013). *Why do they still use paper? Understanding data collection and use in Autism education. Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '13)*, pp. 3177–3186.  
<https://doi.org/10.1145/2470654.2466436>

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#### COMMUNITY LEADERSHIP

**Buffalo Data Science Community (BDSC)** – Co-Founder, 2022 – 2024  
Organized monthly speaker series and workshops to promote inclusive, accessible learning and professional development in data science.  
<https://www.buffalodsc.com>