

# JARROD GRIFFIN | RESUME

Analyst

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## Education

**Master of Science, Digital Marketing** - Singelyn Graduate School of Business- Cal Poly Pomona 2024 - Present

**Bachelor of Science, Computer Information Systems** - College of Business Administration- Cal Poly Pomona 2018 - 2020

## Work Experience

**Associate Analyst** - Robert D. Niehaus, Inc. Mar. 2021 – Present

- Collect and analyze data for military installations across the U.S. as part of the Housing Market Analysis (HMA) team.
- Compile and analyze rental and utility data for 300 military housing areas for the Basic Allowance for Housing (BAH) program
- Support Tenant Satisfaction Surveys and Military Personnel Housing Surveys to assess housing quality and satisfaction
- Develop and maintain R scripts to improve the efficiency and safety of data analysis processes
- Interact with clients to ensure data and analysis meet their specific needs and expectations

**Market Researcher** - Robert D. Niehaus, Inc. Mar. 2021 – Oct. 2021

- Performed primary data collection for the Basic Allowance for Housing (BAH) Program, ensuring accuracy and completeness
- Conducted quality assurance on collected data, both electronically and physically, to maintain data integrity

**Research Associate** - Center for Customer Insights and Digital Marketing Jan. 2020 – Aug. 2020

- Conduct research on product origin and local branding strategy under the guidance of Dr. Jae Min Jung
- Collected, cleaned, and prepared data for analysis using SPSS and R
- Tested research hypotheses using regression analysis and mediation analysis
- Presented various stages of research at conferences and competitions

**Junior Marketing Scientist** - Center for Customer Insights and Digital Marketing Jul. 2020 – Dec. 2020

- Created and led a six part workshops series demonstrating R programming, data wrangling, and data visualization to over 100 professionals, professors, and students
- Recorded virtual R tutorials for use in graduate level coursework

**Web Design and Media Analytics Team Lead** - Center for Customer Insights and Digital Marketing Aug. 2020 – Jan. 2021

- Led a website navigation redesign effort
- Trained and mentored others on web design, HTML/CSS, and the university's CMS
- Introduced individual webpage and overall website tracking on the organization's website using Hubspot

**Web Design and Media Analytics Specialist** - Center for Customer Insights and Digital Marketing Jan. 2020 – Aug. 2020

- Proposed and implemented new additions and revisions for the organization's website
- Determined KPIs and assessed goal achievement