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| **Ryan Lafferty**  **Data Specialist**  I am an experienced business professional with 10+ years of expertise in marketing and management across various industries. Currently pursuing the industry-accredited Certificate in Data Science/AI at AUT, I possess hands-on technical skills and practical knowledge of current AI practices. Aspiring to transition into a Data Scientist role, I have honed my skills in customer segmentation, market basket analysis, and churn reduction and I am enrolling to further my education in Geospatial sciences. I am eager to leverage my analytical and problem-solving abilities to drive insights and support strategic decision making in a dynamic data-driven organization.  **PROFESSIONAL EXPERIENCE**  **Superb Herb,** Parakai, Auckland  *Project Supervisor*  March 2020 – March 2023   * Collaborated with Production Manager and Managing Director to improve data integrity, create SOPs, and reduce product waste. * Cleaned and merged plant retention data to predict retention periods for each plant, reducing waste and increasing market guarantee retention periods. * Visualized seeding numbers against sales to reduce overproduction and update sales projections.   **Suburban Solutions,** Philadelphia, PA  *Branch Manager*  September 2015 - November 2019   * Established a new branch by collaborating with the founding partners, resulting in decreased cost of goods sold and expanded network. * Managed all business functions including sales, marketing, HR, and production, effectively ensuring smooth operations. * Achieved Top 3 Yelp ranking in the area and maintained a 98% customer referral rate, indicating high customer satisfaction.   **EDUCATION**  **The Pennsylvania State University**  *Bachelor of Business Administration*  August 2012 – May 2014   * Specialization in marketing * Relevant Coursework: Project Management | Supply Chain Management | Corporate Finance | Marketing | **CONTACT INFO:**  **Orewa, Auckland, NZ**  021–117-9764  [**Lafferty.Ryan10@gmail.com**](mailto:no_reply@example.com)  [Github](https://github.com/laffer-ryan) | [LinkedIn](https://www.linkedin.com/in/ryan-lafferty-63355964/) | [Portfolio](https://laffer-ryan.github.io/portfolio/)  **PROFESSIONAL CERTIFICATIONS**  **Certificate in Data Science / AI**  **Institute of Data,** *New Zealand*  Auckland University of Technology Accredited  Feb 2023- May 2023  Capstone Project: Landcover Segmentation of Landsat Satellite Imagery  Key modules covered:   * Supervised Machine Learning * Unsupervised Machine Learning * Model Building and Deployment * Cloud Services and Deployment   **Certificate in Software Engineering**  **Montgomery County Community College,** Blue Bell, Pennsylvania  September 2021 – December 2022  Key Concepts:   * Object Oriented Programming * Java | C++ | HTML | CSS * Data Structure and Algorithms * Web Design and Development   **TECHNICAL SKILLS**  Python | R Programming | SQL  Data Visualization | Power BI  Statistics | Machine Learning  Geospatial Analysis  Google Earth Engine | QGIS  **SOFT SKILLS**  Emotional Intelligence  Problem Solving  Growth Mindset  Team Leadership |