Losaunne White

224 Kensington Avenue • Salt Lake City, UT 84115 • (801) 513-7403 • losaunne.white@gmail.com

Relevant Experience

Backcountry, Park City, Utah   August 2016 – Present
Marketing Analyst
- Increased marketing efficiency while maximizing revenue by adjusting cross-channel attribution using Python and SQL
- Improved the ability to target customers by analyzing customer retention and path to conversion
- Created an accurate view of order-level marketing cost that was used in creating yearly budgets
- Automated daily and hourly cost and revenue data accumulation using multiple APIs
- Justified marketing spend allocation by building an all-encompassing breakeven model in Excel that included customer-level LTV
- Gathered insights into customer behavior using Adobe Analytics
- Forecasted advertising spend and revenue to hit monthly budget and goals

Goldman Sachs, Salt Lake City, Utah   February 2016 – August 2016
Analyst
- Validated daily and monthly performance returns, correcting as necessary
- Compiled metrics daily using Microsoft Access and Excel
- Assisted account managers in finding and resolving errors, demonstrating validity if needed

University of Utah, Salt Lake City, Utah   August 2012 – December 2015
Tutor / Grader
- Provided tutoring for university students in all levels of math and physics
- Collaborated with professors to accurately and fairly grade exams and homework

University of Texas, Tyler, Texas   May 2012 – August 2012
Researcher
- NSF funded summer REU in graph theory and combinatorics within a research group
- Used C++ to determine the number of square-free colorings on large, complete graphs by traversing all possible paths in the graph
- Presented at the Joint Mathematics Meeting in Spring 2013

Education

University of Utah, Salt Lake City, Utah – BS, Mathematics, Spring 2014, GPA: 3.5
- *Selected coursework:* Numerical Analysis I, Numerical Analysis II, Software Practice, Algorithms and Data Structures, Cryptography, Mathematical Biology, Differential Equations, Linear Algebra, Calculus

Skills

Python (scikit-learn, pandas, numpy, scipy), SQL, Octave/MATLAB, Oracle, Microsoft Excel, Machine Learning, Nerual Networks, Adobe Analytics, R, Git, Java, C/C++, Ruby, HTML/CSS