Losaunne White

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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
- Used SQL and Python to automate the compilation of large datasets from multiple tables to feed into daily, weekly, and monthly reports
- Automated daily and hourly cost and revenue data accumulation using multiple third-party APIs to inform actions in all marketing channels to manage to a site and system CPR
- Compiled data from multiple disparate sources to forecast advertising spend and revenue to create realistic monthly and yearly budgets and goals
- Proposed increased marketing spend levels to executives with high-level justification of future and current ROI
- Justified marketing spend allocation by building an all-encompassing breakeven model in Excel that included customer-level LTV

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

Skills

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