

MARGARET J. SHEPARD

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SUMMARY

Self-motivated MSBA student specializing in data analytics, machine learning, and digital marketing, with hands-on experience in Python, SQL, Tableau, and R. Passionate about transforming complex data into insights that drive business decisions. A fast learner with an analytical mindset and the discipline of a competitive runner, excelling in high-paced environments.

EDUCATION

William & Mary, Raymond A. Mason School of Business
Master of Science, Business Analytics

Expected May 2025

Relevant Coursework:

- | | | | |
|---------------------------|-----------------------|------------------------|-----------------------|
| • Machine Learning | • Database Management | • Optimization | • Big Data |
| • Artificial Intelligence | • Data Visualization | • Heuristic Algorithms | • Stochastic Modeling |

Rhodes College

Bachelor of Arts, Business - Marketing & Finance

May 2022

TECHNICAL SKILLS

- **Programming & Analytics:** Python, SQL, R, Alteryx, Tableau, Power BI, Excel, GitHub
- **Libraries & Frameworks:** NumPy, Pandas, Scikit-learn, TensorFlow, PyTorch, Matplotlib, Seaborn
- **Techniques:** Predictive Modeling, Statistical Analysis, Machine Learning, Data Mining, Web Scraping, A/B Testing, NLP, Time Series Forecasting, Data Warehousing, Heuristic Development, Data Visualization

EXPERIENCE

Lead Regional Strategy & Insights Analyst

November 2022-April 2024

EF Education First, Denver, CO

- Managed a multi-state sales territory, leveraging data analytics and CRM insights to grow existing accounts and acquire new clients.
- Used data-driven forecasting to set and achieve sales targets, improving pipeline efficiency and revenue growth.
- Developed KPI dashboards to track sales performance, customer behaviors, and business trends, enhancing decision-making and client engagement.

Recruiting Operations & Insights Analyst

May 2022-November 2022

Frank Recruitment Group, Denver, CO

- Sourced and qualified candidates for highly technical roles, including software engineers, data analysts, and IT project managers, developing a deep understanding of coding, big data, and software engineering concepts.
- Managed full-cycle recruitment, conducting technical screenings and collaborating with hiring managers to assess expertise in Python, SQL, R, cloud computing (AWS, Azure, GCP), and big data frameworks (Spark, Hadoop).

LEADERSHIP & AWARDS

Raymond A. Mason Business School Consulting Case Competition

2024

- First Place Prize, demonstrating strong problem-solving, analytical thinking, and strategic decision-making skills.

Rhodes College Equestrian Team

2018-2022

- Vice President & Competing Member - Led team initiatives, organized events, and competed at a high level.
- Lead Event Operations & Strategy Analyst- Managed logistics, coordinated competitions, and facilitated team development.

SKILLS & INTERESTS

- **Communication & Leadership:** Strong presentation, public speaking, and stakeholder collaboration skills.
- **Collaboration & Adaptability:** Lifelong learner who thrives in **team-oriented, fast-paced environments**.
- **Technical Proficiency:** Microsoft Office Suite (**Excel, Word, PowerPoint**)
- **Competitive Runner:** Applies **data analytics to personal training**, tracking performance metrics to optimize **goal setting, race strategy, and improvement plans**.