

MASON FREER

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EDUCATION

Syracuse University, Syracuse, NY
School of Information Studies | B.S. Applied Data Analytics
College of Engineering and Computer Science | Minor in Computer Science

May 2024

Relevant Coursework: Frontend Web Development | Data Structures & Algorithms | Applied Machine Learning | Applied Data Science | Information Visualization | Statistics | Database Management (SQL) | Data Driven Inquiry | Scripting for Data Analysis

WORK EXPERIENCE

IT Product Management Intern, Henkel, Rocky Hill, CT

May 2024 - Dec 2024

- Developed product requirements to launch the “Fester” ecommerce site while enhancing the Adhesives ecommerce platform, completing 50+ features across Agile sprints.
- Conducted extensive end-to-end and A/B testing, identifying and documenting 50+ bugs, ensuring a smooth launch.
- Implemented Scrum methodologies to increase sprint efficiency, reducing carryover of 5+ features between sprints.
- Provided detailed documentation for 50+ features and 50+ bugs, including specification, user stories, and acceptance criteria, improving cross-functional alignment across teams and future scalability.

CX Data Analyst Intern, Laerdal Medical, Wappingers Falls, NY

May 2023 - Nov 2023

- Streamlined data pipelines for customer survey data using Excel and Power BI, saving 3+ hours per update cycle.
- Designed Power BI dashboards for RFM analysis, optimizing a marketing budget exceeding six figures.
- Authored technical documentation for current data pipelines, enabling smooth ownership transition to non-technical teams.
- Collaborated cross-functionally to identify and address customer pain points through data analysis, enhancing the overall customer experience.

Software Engineering Research Assistant | Syracuse University, Syracuse, NY

July 2022 - Aug 2022

- Collaborated with 10+ researchers to develop Assemblage, a tool designed to generate high-quality metadata from millions of C++ repositories for machine learning applications.
- Developed a Python web application with API integrations to display metrics about Assemblage’s efficiency in creating training data.

PROJECTS

Data Analysis & Visualization | “Analyzing NYC Motor Vehicle Collisions: Insights from Crash Data”

Aug 2023 - Dec 2023

- Cleaned and processed live data containing 3+ million rows using Python, enabling advanced data analysis.
- Generated time series, bar charts, and geospatial graphs to deliver a visually engaging report to 30+ students.
- Developed a predictive machine learning model using scikit-learn, TensorFlow, and PyTorch to estimate accident severity with up to 80% accuracy by integrating weather data and historical crash data, contributing to accident prevention strategies.

TECHNOLOGY SKILLS/CERTIFICATIONS

Certifications: AWS Cloud Practitioner, Microsoft Office Specialist: Excel Associate (Office 2019)

Programming Languages: Python, SQL, JavaScript, HTML 5, CSS, R, Solidity

Software: GitHub, Power BI, Azure DevOps, MS Suite