BRIAN KOTIN

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EDUCATION

Master of Science in Business Analytics

Gies College of Business - University of Illinois Urbana-Champaign

📅 08/2023 - 05/2024 📍 Champaign, IL

<u>Data Analytics in Finance Concentration</u>
Relevant Courses: Big Data Analytics in Finance, Financial Innovation, Decision Analytics, Quantamental Investment, Enterprise Database Management
· GPA: 3.92

Bachelor of Arts in Economics

University of Illinois at Urbana-Champaign

📅 08/2020 - 08/2023 📍 Champaign, IL

Relevant Courses: Calculus I & II, Macroeconomic Theory, Microeconomic Theory, Economic Statistics I & II, Organizational Behavior and Management
· GPA: 3.65

WORK EXPERIENCE

Data Analyst - Marcom Team

Gies College of Business   📅 10/2023 - 05/2024   📍 Champaign, IL

· Working as part of a select 12-member team, co-developed a competitive intelligence dashboard for Gies' department of Insights & strategy, providing market intelligence and insights in the higher education sector
· Implemented Tableau and Power BI software to create a user-friendly competitive intelligence dashboard, utilizing advanced data visualization techniques to deliver actionable market insights to our client
· Supported the team lead in strategic planning and effective communication ensuring the project's alignment with our client's goals
· Presented final findings to senior leadership incorporating their feedback into the final dashboard

SEO and Marketing Analytics Intern

Gameday Spirit   📅 05/2023 - 07/2023   📍 Urbana, IL

· Played a pivotal role in website development for Northwestern University Athletics' Official Team Store, adeptly navigating licensing constraints, while focusing on SEO optimization
· Oversaw backend operations for the official merchandise webstores of six universities, utilizing the Lightspeed Analytics E-Commerce Platform ensuring accurate analysis of financial data and pricing of merchandise
· Created Excel reports using data visualization tools to present all incoming and outgoing merchandise, offering senior leadership easy and convenient access to inventory and financial insights
· Conducted Google Analytics keyword research and analyzed campaign performance metrics to optimize marketing spend and maximize ROI
· Worked in a collaborative setting, delivering data-driven insights from reports and projects to senior management to inform strategic decisions

Marketing and Operations Intern

Hoop Mountain Midwest   📅 05/2022 - 08/2022   📍 Schaumburg, IL

· Developed and implemented strategic marketing initiatives to drive exposure and website traffic for showcases and other company events
· Conducted data collection and analysis in Microsoft Excel, creating valuable insights and actionable recommendations to optimize marketing strategies
· Managed financial transactions and cash flow during company events, ensuring accurate tracking and reporting of incoming funds to support financial planning and budget management
· Crafted engaging blog posts and executed targeted email campaigns, significantly boosting event attendance and driving up revenue
· Streamlined event operations and logistics in fast-paced, high-pressure environments, ensuring seamless execution

CERTIFICATIONS & ONLINE COURSES

Exploring and Producing Data For Business Decision Making
Coursera/Gies College of Business

Inferential and Predictive Statistics for Business
Coursera/Gies College of Business

Python Data Analysis
LinkedIn Learning

Project Management Foundations
LinkedIn Learning

Intermediate SQL
DataCamp

Data Manipulation with Pandas (Python)
DataCamp

Working with the Open AI API
DataCamp

RELEVANT PROJECTS

What is it Worth? Property Assessment Challenge For Cook County, Illinois

Designed a predictive valuation model for 10,000 properties for the Cook County Assessor's Office, utilizing historical data and R programming to analyze and accurately predict property market values.

Blockchain Data Analysis - NFTs

Refined skills in handling large datasets with complex financial data by analyzing Ethereum NFT transactions. Utilized SQL and Flipside Crypto dashboards to create visualizations, highlighting key sales and customer trends for a specific NFT collection.

Deep Dive into Spanish Wines

Analyzed 7,500 Spanish wines, implementing Random Forest and Linear Regression models in Python. Created dashboards using data visualization techniques in Tableau.

SKILLS & STRENGTHS

R   Python   SQL

Microsoft Office Suite   Data Visualization

Economic Theory   Attention to detail

Collaboration   Communication

Critical Thinking