

# Joseph M. Morante Jr.

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## EDUCATION

### Cornell University, SC Johnson Graduate School of Management

*Master of Science in Business Analytics (Concentration in Marketing Analytics)*

Ithaca, NY

August 2024

### Susquehanna University

*Bachelor of Science in Business Data Science*

Selinsgrove, PA

May 2021

## PROFESSIONAL EXPERIENCE

### Bloomberg

*Media Data Analyst*

New York, NY

October 2022 – Present

- Led a SQL-based analytics project to automate and track a 30-day rolling count of inactive Bloomberg.com subscribers (1M+ records/1TB data); provided visualization of real-time data to identify subscription trends and develop targeted retention initiatives.
- Developed project scope including integration of team needs to understand subscriber engagement better; automated process using SQL CTEs to track data tables and BigQuery syntax LOOP function to iterate and create daily counts.
- Applying Naive Bayes predictive models using SQL in BigQuery to analyze 20GB-2TB of data to showcase the effectiveness of Bloomberg.com as a value-added platform for prospective client ad placements; aided sales team in expanding target reach and providing sharper focus on convertible (conversion) customers.
- Partnering with sales team to evaluate target audiences and identify optimal marketing mediums and techniques; prepared and presented data-driven strategies derived using Lotame, Bombora, BigQuery, Google Analytics, Google AdManager, Excel, and AWS(S3), and supported securing pitches for potential clients with opportunities valued between \$200K-\$1M.
- Collaborate with global data science teams on pioneering audience targeting techniques, employing BigQuery ML for machine learning classification and Neo4j for behavioral analysis.

### DeepIntent

*Data Analyst*

New York, NY

February 2022 – October 2022

- Fostered a culture of data-driven storytelling across the start-up organization through visualizations (Looker dashboards) and automation (LookML, Looker, and BigQuery); crafted interactive dashboards, and merged disparate data sets to generate ad-hoc analyses and standardized reporting structures.
- Innovated within LookML to introduce new dimensions and measures for reporting, leveraged SQL templates in BigQuery to refine, optimize, and deploy production-ready data models, and developed rigorous quality assurance protocols.

### Crossmedia

*Analyst (Marketing)*

New York, NY

April 2021 – February 2022

- Selected in first three months to lead the development and management of a Datorama dashboard for a UK-based international client; final designs used to provide capabilities insights for new client development.
- Designed comprehensive audience and competitive analysis visualizations in Tableau to empower clients to identify and understand target demographics and competitive market landscapes; analyses developed from 3rd party data platforms (YouGov, Kantar, Pathmatics) downloaded into Excel and analyzed for CTR, CPM, and CPR.
- Delivered incisive analytical insights and strategic advertising recommendations, influencing client decisions and positively impacting client retention; built pitch decks with Tableau-derived visuals and narratives to communicate data stories in PowerPoint presentations succinctly.

## VOLUNTEER & COMMUNITY

### Susquehanna University Professional Mentoring Program

*Mentor*

February 2022 – Present

- Leveraged leadership and business skills to guide mentees in aligning technical expertise with business goals; showcased effective problem-solving and decision-making techniques, and real-world data applications to business scenarios, emphasizing the practical integration of data insights into strategic decision-making processes.

## SKILLS & INTERESTS

**Programming Languages:** Python, R, SQL

**Big Data & Machine Learning:** PostgreSQL, AWS (S3), GCP (BigQuery, Looker), Python (numpy, pandas, scikit-learn, statsmodel, matplotlib), R (tidyr, shiny, ggplot2, dplyr)

**Data Science Apps:** A/B Testing, ETL, Statistics, Regression Analysis, Excel, Langchain, dbt, Kantar, YouGov, Datorama