MAXWELL A. PICKARD

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TECHNICAL SKILLS
Proficient: Python, Jupyter Notebook, Pandas
Familiar: SQL, R, MySQL, HTML, CSS, JavaScript, Excel, Google Sheets, Tableau, Power BI,

EDUCATION
University of California San Diego   March 2023
B.S. – Applied Mathematics, Minor in Economics
Relevant Coursework: Programming and Computational Problem Solving, Principles of Data Science, Probability, Statistics, Linear/Non-Linear Optimization with Applications, Numerical Analysis, Computational Statistics, Exploratory Data Analysis and Inference, Optimization Methods for Data Science, Discrete Math and Graph Theory, Microeconomics, Econometrics, Marketing, Business Analytics, Customer Analytics

PROFESSIONAL EXPERIENCE
North Counties Family Services, Remote   January 2024 - Present
Web Designer (Contractor)
- Designed a user-friendly website for North Counties' Family Services using Squarespace following the organization's guidelines, mission, and aesthetic choices
- Enhanced the website functionality and readability using Squarespace templates, following principles of web design, and optimizing the website for mobile users
- Implemented SEO strategies and consistently updated content increasing the website visibility and meeting project deadlines within the given timeline and budget.

Delta Sigma Sorority House, Berkeley, CA   January 2024 - Present
Houseman/Kitchen Assistant
- Managed kitchen responsibilities like salad bar prep, meal service, dishwashing, and kitchen sanitation
- Conducted housekeeping duties, including cleaning, trash removal, plant care, and minor repairs
- Collaborated with other house staff to maintain a positive, clean, and organized living space for residents

Bancroft Clothing Company, Berkeley, CA   May 2023 - Present
Sales Associate
- Delivered exceptional customer service by portraying an eager, accommodating, and engaging attitude, while building and maintaining professional relationships with customers and other staff
- Performed general store including cleaning, organizing shelves, taking inventory, and restocking items
- Maintained knowledge of several types and brands of sneakers, boots, sandals, flats, and heels, to guide prospective customers to a product they would be satisfied with

PROJECTS
NFL Fantasy Football Analysis | August 2023 – January 2024
- Wrangled NFL fantasy football data from 2017-2023 in Jupyter Notebook via pandas module to export into a local MySQL database to streamline usage in creating visualizations and performing analysis
- Analyzed fantasy data to identify less obvious statistics that correlate with better fantasy performances, emphasizing the running back position, and using those statistics to create lists of value players who had a higher chance of performing well in the following year relative to their average fantasy draft position
- Created interactive Power BI visualizations of Running Back data to enhance analysis of its correlation with fantasy performance, integrating findings with player lists from previous analyses to identify undervalued fantasy running backs effectively.

PROFESSIONAL DEVELOPMENT
Google Data Analytics Certificate (2021), Online Course - Coursera
Gained general insights into practices and tasks of entry-level data analysts
- Practiced techniques and methods to transform and clean datasets in Google Sheets for analysis \
- Translated technical data analyses into palatable visuals and stories to a general audience with SQL, R, and Google Sheets