

MARKUSS SAULE

Data & Analytics Specialist - Python · SQL · ML · R · Power BI

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WORK EXPERIENCE

BYU-Idaho Online Employment & Scheduling

Data & Campaign Analytics Coordinator

October 2024 – Present

Rexburg, ID

- Optimized a **\$4,000 Meta Ads** campaign using performance segmentation, generating **1,150+** qualified applicants
- Built **KPI tracking dashboards** that increased hiring engagement by **320%** across student and faculty audiences
- Designed an **AI-assisted screening workflow** that standardized evaluation for **1,000+** global applicants

Fresno State University Sports

June 2025 – September 2025

Digital Data & Insights Coordinator

Fresno, CA

- Built a **scoring model** to rank **350+** sponsor prospects using fit criteria and outreach analytics
- Automated **KPI dashboards** that cut weekly reporting time by 70% and improved decision clarity for leadership
- Analyzed content performance across 4+ channels to guide targeting, messaging, and sponsorship strategy

American Councils (US State Department)

August 2023 – July 2024

City Lead & Project Manager

Liepaja, Latvia

- Captured demographic and **participation data** to drive outreach to **550+** prospective exchange program applicants
- Facilitated **6 data-informed leadership workshops** and tracked engagement metrics to refine curriculum design
- Produced structured **Excel reports** for **3** cross-border programs to meet grant documentation requirements

Ministry of Health of Latvia

June 2021 – October 2021

Marketing & Analytics Intern

Riga, Latvia

- Identified **vaccination trends** to shape a COVID-19 campaign that reached **20,000+** people across Latvia
- Coordinated insights across **3 departments** to align public health messaging with data trends
- Analyzed **outreach performance** to optimize messaging for the **20,000+-reach** campaign

PROJECTS & PORTFOLIO

- Built **Python/XGBoost/SHAP** fraud-detection models + a **blockchain audit ledger** for high-risk healthcare claims
- Delivered AI scheduling, hospital forecasting, 114K+ cancer modeling, and a 2.8M Instacart analysis
- Built loan risk scoring engines, SQL hospital systems, and R-based inequality analytics (50-year period)
- Portfolio (Python · R · SQL · Power BI - worth the click): <https://msaule.github.io/>

EDUCATION

Brigham Young University–Idaho

September 2024 – April 2027

BS in Business Analytics | Minor in Statistics and Data Science | 4.0 GPA

Rexburg, ID

- SQL, Python, R Programming, Spreadsheet Analysis (Excel), Excel Modeling, Statistics

CERTIFICATIONS

- Google:** BI • Digital Marketing & E-commerce • PM
- IBM:** Business Analyst
- DataCamp:** Data Analyst Associate • SQL Associate

SKILLS AND INTERESTS

- Python:** pandas, scikit-learn, XGBoost, SHAP, Joblib, NumPy, Matplotlib, Seaborn
- SQL:** joins, CTEs, window functions, query optimization
- Business Intelligence:** Power BI (DAX, Power Query), Excel modeling, forecasting
- Data & ML:** ETL workflows, feature engineering, segmentation, tidyverse, ggplot2
- Languages:** Latvian (native), English (C2), Russian (C1)