

# NICK BERTHELSEN

Data Driven Marketer. Data Science Evangelist. Tech Enthusiast.

## EDUCATION

- 2018 • **Cornell Johnson Graduate School of Business**  
Masters of Business Administration 📍 Ithaca, NY  
Digital Technology Immersion
- 2016 • **Cornell University**  
M.S. in Biochemistry 📍 Ithaca NY  
Thesis: Structural biology of plant hormone transporters
- 2014 • **Minnesota State University Moorhead**  
B.S. in Biochemistry 📍 Moorhead, MN  
Summa Cum Laude

## PROFESSIONAL EXPERIENCE

- 2018-Present • **Global Portfolio Manager**  
3M 📍 Maplewood, MN
  - Increased product portfolio sales by 11% YoY.
  - Set global pricing guidance for over 1,000 SKUs in 63 countries.
  - Taught R workshops and training sessions for marketing team.
  - Drove adoption of advanced analytics and machine learning in marketing.
- 2017 • **R&D Intern**  
Elanco 📍 Greenfield, IN
  - MBA Summer intern.
  - New Product Value Analysis Division.
- 2007-2010 • **Unit Deployment Manager**  
US Air Force 📍 Fort Walton Beach, FL
  - Established and administered a secured data sharing system between home squadron and five global detachments.
  - Managed over 100 deployment training items for special operations squadron ensuring 100% mission readiness.
- 2002-2007 • **Cryptographic Linguist**  
US Air Force 📍 Omaha, NE
  - Tested and deployed new voice recognition software in first operational usage, increased data processing efficiency by 20%.
  - Brought a new remote signal collection system online for first ever combat mission, sped up intelligence processing and analysis by 30%.



## CONTACT INFO

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## KEY SKILLS

R, Python and SQL  
Data Visualization  
Machine Learning  
Business Intelligence  
Digital and Data Driven Marketing  
Agile/Scrum Methodology

*This resume was created with R.  
The code is available on my github page.*

*Last updated on 2020-03-01.*