

Nick Holt, Ph.D.

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SUMMARY

Passionate analytics leader with expertise in statistics, machine learning, behavioral science, and marketing. 8+ years of experience using data science techniques to enhance strategic decision-making and drive results.

RELEVANT EXPERIENCE

VP, Director of Analytics – Doe-Anderson, March 2019 - Present

- Responsible for building and executing a vision for the role of analytics within the agency including monetization strategies, staffing, data democratization, and infrastructure
- Leverage machine learning and statistical techniques to evaluate and optimize marketing strategies
- Coordinate with internal departments and client teams to develop customized analytics solutions (reports, dashboards, and decision-making tools), A/B testing plans, predictive models, and simulations
- Develop and execute analytics plans for multimillion-dollar marketing campaigns across a variety of industries including health care, financial services, ecommerce, telecommunications, food & beverage, manufacturing, industrial equipment, consumer goods, government, and sports & entertainment.

Lead Data Analyst – Doe-Anderson, March 2018 – March 2019

- Lead the expansion of analytics and data science offerings, including dashboards and predictive tools

Lecturer – School of Business – MBA & MSBA Graduate Programs, University of Louisville, Fall 2018

- Taught *Digital Disruption in Modern Media*: a course on current digital marketing strategy and planning
- Taught *Introduction to Statistical Packages*: a course on statistical programming with R

Head Instructor - Institute for Advanced Analytics, Bellarmine University, October 2016 – May 2018

- Masters-level professor for topics in statistical computing and predictive analytics, including introductory data analysis, R programming, computational probability and statistics, statistical modeling, data mining, machine learning, simulation, optimization, and deep learning

Associate Research Scientist - Pacific Institute for Research and Evaluation, May 2016 – October 2016

- Served as in-house statistics and research design specialist

Graduate Research Assistant / Lab Manager - University of Louisville, July 2011 – August 2016

- Designed research programs, analyzed data, and published results in peer-reviewed academic journals

PROJECTS & ACTIVITIES

- Scraped Kentucky State Legislature Voting Histories to create a new public API with [Data for Democracy](#)
- [Invited speaker](#) for the Louisville R Users Group
- Built a [simulation](#) of Triangle Peg Solitaire and trained a reinforcement learning agent to solve the game
- Published scientific papers on [causal learning via haptic experience](#) and [face perception](#)
- Created an [R wrapper for the Constant Contact API](#) to automate CRM/marketing campaign analytics
- Designed an [interactive visualization](#) of the relationship between fantasy football expert rankings and model projections using a [Shiny app](#) to scrape and process live web data from [fantasypros.com](#)

TECHNICAL SKILLS

- **Languages:** R, Python, SQL, Visual Basic, Markdown, HTML, Git
- **Statistical Methods:** Regression, ANOVA, Hypothesis Testing, Confidence Intervals, etc.
- **Data Acquisition:** Web Scraping (XML, JSON, rvest, Selenium), Unstructured Data Processing, APIs, OCR
- **Data Visualization:** Shiny, Tableau, ggplot2, leaflet, Google Data Studio
- **Machine Learning:** Classification, Regression, Clustering, Ensemble Methods, Reinforcement Learning
- **Other Platforms:** Amazon Web Services, Google Analytics, Google Tag Manager, SPSS, Excel, Photoshop

EDUCATION

- **PhD** in Experimental Psychology - University of Louisville, Louisville, KY, **2016**
- **MS** in Experimental Psychology - University of Louisville, Louisville, KY, **2013**
- **BS** in Psychology - Morehead State University, Morehead, KY, **2011**