Nicholas Resnick

Ann Arbor, MI
nres@umich.edu
248.388.1686

SKILLS

Read and write: R (dplyr, ggplot2, reshape), Ruby on Rails, CSS, HTML, MySQL, UNIX, git
Modeling: Maximum Likelihood Estimation, Bayesian Inference, Multivariate Regression

EDUCATION

University of Michigan | GPA: 4.0/4.0 | James B. Angell Scholar | Ann Arbor, MI

- B.B.A. with focus in marketing analytics, Ross School of Business   May 2016
- B.S. in Mathematical Sciences, College of Literature, Science, and the Arts   May 2016
- Research Assistant studying "Buy Till' You Die" models under Marketing Prof. Eric Schwartz
- Auditing MKT 897 Quantitative PhD Seminar, instructed by Prof. Puneet Manchanda

EXPERIENCE

Custora | Data Science Intern | Summer 2015 | New York City, NY

- Conducted error analysis on long-term CLV impact of email campaigns using 33 historical campaigns over 14 retailers, finding the Pareto/NBD predictive model overestimates future purchases by 13% on average
- Formulated and validated adjustment model to improve purchasing predictions after campaign launch using time-varying multivariate linear regression, reducing error in holdout campaigns by 10% on average
- Wrote over 1,200 lines of code to pull, organize, and analyze over 400 million rows of consumer purchase data using Ruby on Rails, bash script, MySQL, and R, resulting in robust, concise, and reproducible code

Under Armour | Consumer Insights Intern | Summer 2014 | Baltimore, MD

- Extracted and analyzed market data from market research distributors for 16 internal UA teams, synthesizing key insights to effectively communicate go-to-market strategies and competitive landscapes
- Conducted deep dive on UA's current market data subscriptions by interviewing 38 internal stakeholders and comparing 3 year-plan revenue projections, identifying 5 underserved teams for increased data spend
- Presented deep dive analysis and recommendations to directors of Consumer Insights and Strategy stressing importance of data in achieving long-term goals, materializing increase of 33% in data spend

Detroit Entrepreneurship Network | Executive Director | 2013 - Present | Ann Arbor, MI

- Managed entire 2014-2015 DEN program by overseeing 12 teammates and planning recruitment, curriculum, logistics, and partnerships, resulting in highest student retention percentage for DEN to date
- Controlled DEN's finances including budgeting across four events throughout the year as well as day-to-day program expenses, cutting unnecessary spending and ensuring improved program sustainability
- Initiated internal benchmarking procedures to assess the performance of the program through student and parent surveys and a business knowledge exam, highlighting program impact and areas for improvement

ADDITIONAL & INTERESTS

- Built and contribute to the Film, Music, and Life Blog (nickresnick.com)
- Was tour guide for the University of Michigan with 100% rating
- Was on-court photographer for Detroit Pistons
- Avid snowboarder, longboarder, fantasy football player, and movie watcher