

Nicholas Resnick

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LinkedIn (link)

SKILLS

Read and write: R (dplyr, ggplot2, reshape), MySQL, UNIX, git

Read and interact: Ruby, CSS, javascript, Spanish

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 Economics, College of Literature, Science, and the Arts May 2016
- Research Assistant studying “Buy Till You Die” models under Marketing Prof. Eric Schwartz

EXPERIENCE (click on company for site)

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 two adjustment models to improve purchasing predictions after a campaign using a time-varying multivariate linear regression, reducing error in holdout campaigns from 13% to 2.3%
- Wrote 1,200 lines of code to pull, manipulate, and analyze over 400 million lines of consumer purchase data using 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

- Michigan Campus Tour Guide with 100% rating
- Started tutoring group of 8 Ross students that earns \$10,000 per academic year
- Was on-court photographer for Detroit Pistons
- Avid snowboarder, longboarder, fantasy football owner, and movie watcher