DEVAN PARKISON

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EXPERIENCE

DATA ANALYSIS COORDINATOR | Skokie Public Library   *March 2018 – Present*

- Identify, gather, and analyze data related to the library's collections, services, programs, facilities, and operations as well as data related to the community.
- Report all data to the library management team, staff, and the library board and make recommendations based on the analysis to support the library's strategic goals and objectives.
- Track, analyze and provide feedback on data trends to inform data driven decision-making and resource allocation.

ANALYST | Marketing and Business Analytics | Sears Holdings Corporation   *July 2016 – March 2018*

- Conducted quantitative analysis to optimize future investments, forecast revenue, and develop analytic solutions to plan and recommend optimal marketing investments for 15+ business units across the company
- Empowered business unit leaders to make budgeting and new investment decisions by generating ad hoc reports on current, new, and planned marketing initiatives
- Leveraged our customer level data to help marketing teams effectively target promotional material to demographics with high profitability and required shopping frequency
- Developed strong working relationships with marketing planning teams to create transparency into data and results, to report on weekly and yearly performance, and to identify problem areas of all marketing channels
- Improved operational efficiency by implementing best in class practices using Tableau, VBA, and SQL to create insightful and analytical reports and presentations for senior leadership

TECHNICAL SKILLS

Expert in Microsoft Office Suite – Excel, Access, PowerPoint, Visual Basic for Applications
Expert in Full Stack Web Development
Expert in data visualization with Tableau, PowerBI
Expert in database querying using SQL, Teradata, Google Big Query

Skills: Marketing Analytics, Customer Analytics, Web Analytics, User Insights, A/B Testing, Experimentation, Modeling & Forecasting, Statistical Analyses, Business Intelligence Data Visualization, ETL Workflows, Data Mining, Front End Development, Back End Development, Full Stack Development, APIs

Tools: AWS, Redshift, Hadoop, Hive, Teradata, MySQL, Google Cloud Platform (Google BigQuery, Google Analytics), Adobe Analytics, Omniture, JIRA, MS Excel, MS Access, MS PowerPoint, VBA, Node.js, Express, MongoDB, Mongoose, MySQL, REST, GraphQL, React, Bootstrap, Tailwind, Materialize

Languages & Analysis: HTML, CSS, JavaScript, SQL, Python, R, JSON, Tableau, Looker

EDUCATION

NORTHWESTERN UNIVERSITY
Bootcamp | Full-Stack Web Development Certificate

THE UNIVERSITY OF CHICAGO
Bachelor of Arts | Economics