

# DEVAN PARKISON

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## EXPERIENCE

### DATA ANALYSIS COORDINATOR | Skokie Public Library

- 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 out this 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.

March 2018 – Present

### ANALYST | Marketing and Business Analytics | Sears Holdings Corporation

- 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

Advanced in data visualization with Tableau, PowerBI

Advanced 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

**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

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

July 2016 – March 2018

## EDUCATION

### NORTHWESTERN UNIVERSITY

Bootcamp | Full-Stack Web Development Certificate

### THE UNIVERSITY OF CHICAGO

Bachelor of Arts | Economics