

# Reid Gaede

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## Work Experience

### Marketing Analyst

June 2020 – October 2022

*Swarmalytics, Inc. (formerly Calexus Solutions, LLC)*

Remote (Worked from Cincinnati, Ohio)

- For e-commerce startup, led website management, branding, content generation, graphic design, and trade show production efforts; additionally undergirded data analytic/data visualization, fundraising research, and proposal development functions for various projects and accounts
- Using Python, compiled mail files guiding direct marketing activities across 700,000+ unique prospects for two major hospital chains in southwestern United States
- Wrote, compiled, edited, and managed final submission of 50+ page federal grant application for ~\$300,000 in funding for construction of economic development-related database
  - Proposal awarded finalist status for 2022 Saltonstall-Kennedy Grant Competition
- Compiled and delivered, based on immense self-study, 100+ page inventory of current marketing activities, recommendations for channel optimization, and mockups of various creative assets

### Fulbright English Teaching Assistant (“ETA”)

September 2019 – April 2020

*The Fulbright Program*

Großhansdorf, Germany

- Supported English teaching staff in-classroom as native speaker/American cultural representative
- Co-led classes, assisted students with exercises, and conceptualized/designed/delivered multiple lessons and presentations tied to unit content and/or life in United States

### Active Member

September 2018 – April 2019

*Connolly Entrepreneurship Society (at Washington and Lee University)*

Lexington, Virginia

- Coordinated insight-yielding market research guiding go-to-market for startup’s flagship product
- Led regulatory and initial investment research for local bike shop looking to diversify its revenue model by serving food and beverages to customers

## Projects/Technical Experience

### ToDoToDo

- Productivity-oriented, in-browser application built with React and CSS Modules through which users can optimize their daily to-do lists via organizational clarity provided by in-built Eisenhower Matrix

### ExpensaRasa

- In-browser, React-based interface for quick, convenient, and private expense logging and analysis

### MovieFlix CRUD

- Full-stack application built with PHP, JavaScript (jQuery), HTML, CSS, and MySQL that allows visitors to create, read, update, and delete records in their own database of films

### Static Analysis – Logistic Regression and Decision Tree Modeling

- Used Jupyter, pandas, NumPy, Matplotlib, and scikit-learn to explore, visualize, and ultimately model upon real-world data to predict course passage/failure for students in Portuguese class

## Education

### University of California, Davis – Continuing and Professional Education

Cross-Course Grade Average: A

Python for Data Science, Web and Core Programming Professional Concentration

May 2022

- Nine-month, remote Python training program oriented toward data mining/analytics applications

### Washington and Lee University (“W&L”)

Cumulative GPA: 3.766 | Major GPA: 3.907

European History Major | German Language and Culture Minor – Cum Laude

May 2019

## Skills

**Languages:** English (Native), German (Working Proficiency) | **Computer (General):** Microsoft Office, Git

**Front-End:** HTML, CSS, JavaScript, React | **Back-End:** Python, PHP, MySQL, NumPy, pandas, Matplotlib