

# Rita Jett Borelli

## CONTACT

**Email**  
ritajettborelli@gmail.com

**Mobile**  
720-216-7387

**LinkedIn**  
[www.linkedin.com/in/ritaborelli](http://www.linkedin.com/in/ritaborelli)

## SKILLS

■■■■■ Python  
■■■■■ TensorFlow  
■■■■■ Java  
■■■■■ SQL  
■■■■■ Matlab  
■■■■■ R  
■■■■■ Tableau, Excel  
■■■■■ Data Visualization  
■■■■■ GitHub  
■■■■■ AWS  
■■■■■ Agile Methodologies  
■■■■■ Machine Learning

## EDUCATION

*In Progress*  
**Master of Science in  
Computer Science**  
*Georgia Institute of  
Technology*  
- Anticipated graduation:  
Spring 2021  
- Specialization in  
Machine Learning

**Bachelor of Science in  
Biomedical Mathematics**  
*Florida State University, 2008*  
- Graduated Summa Cum  
Laude  
- Minors in Physics and  
Chemistry  
- President's List every  
semester  
- National Merit Scholar

## OBJECTIVE

Current graduate student working towards a M.S. in Computer Science, specializing in Machine Learning. Diligent problem solver, looking to transition from the analytics side of sports technology to a more hands-on data science role.

## EXPERIENCE

### Data Strategist

#### Specialized Bicycle Components

July 2017 to July 2019

- Managed digital data strategy and integration plan
- Developed and executed processes for data collection to ensure critical information was available for future analysis
- Performed in-depth analysis of datasets ranging from athlete bike fit metrics and anthropometric data to mobile app engagement and summarized findings for presentation to key stakeholders
- Led project management for new mobile application development

### Demand Planner

#### Specialized Bicycle Components

March 2015 to July 2017

- Evaluated sales history and identified trends to forecast future sales
- Developed purchase forecast for supply chain planning
- Built pricing models to optimize gross margin
- Prepared monthly category reports and presented to supply chain, sales, finance, operations, and executive team summarized learnings

### Product Manager

#### Specialized Bicycle Components

June 2011 to February 2014

- Collaborated with international subsidiaries to understand global market potential and conducted market research to drive product and specification decisions to optimize sales and margin
- Worked with engineering, design, and graphics teams to bring products to market

### Field Marketing Representative

#### Specialized Bicycle Components

June 2010 to June 2011

- Managed bike demo program for the Central US, coordinated with sales team and retailers to schedule, promote, and execute events and clinics

### Sales Manager

#### The Great Bicycle Shop

April 2007 to May 2010

- Supervised a sales force of 5-10 employees, including scheduling
- Oversaw purchasing and inventory control

### Research Assistant

#### Florida State University

April 2006 to August 2006

- Constructed traps and collect fruit fly specimens in the field
- Identified drosophilid specimens in the lab, maintained live stock of species of interest, and recorded and analyzed wing length data
- Tracked spread of invasive African *Zaprionus indianus* population in the US