

Rita Jett Borelli

CONTACT

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SKILLS

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

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