# Sarah Gorton

Beyond the technical side, I value **collaboration and clear communication**, working closely with coworkers and clients to make data approachable and impactful. Balancing multiple projects and deadlines has taught me to prioritize and manage tasks effectively, always with an eye for detail and quality. With curiosity and a commitment to growth, I'm continually exploring new ways to bring value through **innovative, data-informed solutions**. I thrive on using data to solve complex problems and tell clear, impactful stories that guide decision-making.

3372 16th Street,
San Francisco, CA 94114
415-306-2356

sarahrgorton1@gmail.com
https://sarahgorton.github.io/
https://www.linkedin.com/in/sarahrgorton/

## SKILLS AND PROFICIENCIES
Languages
- Python, SQL, R, C, C++, Assembler, HTML, CSS

Visualizations
- Tableau, Excel, Python, R, Looker Studio

Cloud Computing & DevOp Tools
- Google Cloud Platform (BigQuery, Cloud Run, Docker), GitHub

## RELEVANT COURSEWORK
- Machine Learning for Data Science
- Linear Algebra I-II
- Statistics for Data Science
- Principles & Techniques Data Science
- Intermediate Data Structures & Algorithms
- Computer Science I-III
- Discrete Mathematics I-II
- Marketing Analytics

## EDUCATION
University of Oregon
October 2019 - June 2023
- Major: BS in Data Science with a focus on Marketing Analytics
- Minors: Computer Science, Business Administration

## WORK HISTORY

**Jr. Data Science Associate**
Rescue - The Behavior Change Agency | July 2024 - Present

Leverage data science, engineering, and analysis to drive insights, automation, and efficiency. Communicate complex data through compelling storytelling and presentations, ensuring clarity for internal teams and clients. Work alongside the lead data scientist on projects from proposal to presentation, applying data-driven solutions to client needs. Develop and maintain automated workflows using Python and SQL, utilizing Google Cloud Functions and GitHub to optimize efficiency and scalability. Analyze campaign performance, identify trends, and assess outcomes against benchmarks, translating findings into clear, actionable insights.

**Marketing Analytics Coordinator II**
Rescue - The Behavior Change Agency | August 2023 - July 2024

Managed diverse tasks in data management, analysis, and presentation. Developed client presentations that simplified complex data for easy understanding by teams and clients, enabling informed decisions. Leveraged Google Cloud with custom Python and SQL scripts to automate data extraction and analysis, providing insights that support strategic decision-making, including automating daily data needs and benchmark creation.

**Marketing Analytics and Data Engineer Intern**
Rescue - The Behavior Change Agency | July 2022 - May 2023

Supported clients via data analysis and presentations, developed Python scripts for company benchmark calculations, and engineered data collection and processing to expand the potential for deeper data analysis.

**Marketing Analytics Intern**
Air-Weigh On-Board Scales | Feb 2022 - Jun 2022

Worked with Python and Tableau to obtain and illustrate insights, presented and discussed findings with the team, and guided conversations to determine the best path moving forward.

**Learning Assistant**
University of Oregon | Jan 2022 - Mar 2022

Held twice-weekly office hours for the University of Oregon's entry-level data science course, where I tailored explanations to accommodate diverse learning styles. I focused on helping students develop confidence in their understanding and application of course concepts.