

Sean M. Hagan

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Summary

- Seasoned data analyst working on global initiatives at the intersection of analytics and marketing. Strong analytical, strategic communication and coding skill set with a passion for data and analytics.

Education

B.S. | May 2016 | Wake Forest University

- Major: Mathematical Statistics with Honors
- Related coursework: Calculus I & II, Multivariate Calculus, Multivariate Statistics, Business Models, Operations Research, Probability, Statistical Models, Design and Sampling

Experience

COMSORT, INC., SUBSIDIARY OF MERCK AND CO. | DATA ANALYST | 2018-PRESENT

- Partnered with Digital Engagement Team to determine which forms of engagement were significant drivers of success at account and customer level using logistic regression and CART models
- Partnered with Primary Market Research in design, implementation and analysis of results
- Designed data models using linear and logistic regression, ANCOVA and more to accurately predict individual global markets' uptake versus Primary market research forecasts
- Partnered with Global Marketing to understand sales messages before modeling survey and sales data to determine key beliefs which drove sales, streamlined global sales messaging
- Partnered with IT to reproduce analyses into analytics tool, in addition to designing higher level presentations with valuable insights for broader audiences

COMSORT, INC., SUBSIDIARY OF MERCK AND CO. | ASSOC. DATA ANALYST | 2017-18

- Communicated available data to US Marketing to determine analytics needs, provide valuable insights and managed KPI tracking
- Designed and managed an automated launch dashboard, tracking overall and target account performance to streamline sales team
- Forecasted potential losses due to formulation stock out and provided statistical input for increased manufacturing of different formulations to compensate
- Proximity analysis for launch product to determine target retail pharmacy locations

DONAHUE, HAGAN, KLEIN & WEISBERG, LLC | CLERK | SUMMERS 2011-2016

- Compiled and organized discovery for attorneys in preparation for trial
- Quickly and accurately entered client information as well as hourly billing details

WAKE FOREST UNIVERSITY | RESEARCH | AUGUST 2015 – MAY 2016

- Collaborated with a professor at WFU to design a Mathematica program to randomly sample a weighted voting system, in addition to researching the nature of weighted voting systems
- Presented research to Mathematics Department on randomly sampling a weighted voting system

SKILLS

- Critical Thinking, Problem Solving, Quantitative Research and Analytics, Applied Probability
- Proficient in Microsoft Office, programming languages SQL and SAS, visualization tool Spotfire
- Experience with visualization tool Tableau, programming languages R, C++ and Python