**Shane Nisley**

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**Summary**

Highly educated data driven professional with 5 years of client management and 2 years of business development experience. In current role, directed sustained growth, added 4 revenue streams, automated client reporting, and increased service capacity. Now aspiring to face new challenges and gain focused experience in data analytics, with an eventual pivot to big data and machine learning.

**Work Experience**

digital marketing service director | August 2020 to Current

**Hometown Industries – Lincoln, NE**

* Led the development and implementation of digital marketing team responsible for growing client accounts
* Manage the overall strategy and execution for growing client accounts via digital marketing
* Drive over 1 million dollars in ad revenue monthly through retail media, paid search, and social network advertising
* Negotiated and closed software license agreement for an omnichannel marketing platform, employed to automate optimizations for 13,000+ campaigns, decreasing operational costs by 15%
* Established partner relationship with Amazon, gaining a seat to offer clients DSP

account manager | August 2020 to Current

**Hometown Industries – Lincoln, NE**

* Serve as key point of contact for high value partners
* Facilitate and maintain relationships through daily or weekly correspondence
* Built 35+ descriptive dashboards for clients to display brand KPIs, campaign performance, and cost insights
* Utilize statistics and R for exploratory data analysis, predictive modeling, experiments, and data presentation

Assistant Account Manager | May 2017 to August 2020

**Nelnet Business Solutions - Lincoln, NE**

* Delivered exceptional service to 50+ customers daily, through active listening and creatively solving problems

**Skills**

* **Programming Languages:** Python, SQL, R
* **Visualization Tools:** R, Power BI, Looker Studio
* **Soft:** Curious, analytical thinker, emotionally intelligent, leader, resilient, teamwork

**Education**

**The University of Utah – Salt Lake City, UT**

Master of Science in Business Analytics, December 2023 | Cumulative GPA: 4.00/4.00

**University of Nebraska - Lincoln - Lincoln, NE**

Bachelor of Science in Business Administration, December 2021

Major: Business Administration | Minor: Business Analytics | Cumulative GPA: 3.68/4.00

**Relevant Coursework**

Introduction to Predictive Analytics | January 2021 – May 2021

* Utilized data from Comcast and Midwest Airlines to determine what airline consumers were most likely to purchase a wireless phone service contract
* Completed predictive modeling, using R to develop logistic regression and neural network models and measured their accuracy statistics: precision, sensitivity, F-score, and AUC

Introduction to Business Analytics | August 2022 – October 2022

* Developed a decision tree with R to solve a hypothetical business problem for “AdviseInvest”. The model classified customers based on their probability of answering an introduction call, with the objective of lowering agent downtime
* Projected profit was maximized at a 30% probability threshold

Currently enrolled in

Stats and Predictive Analytics | Data Mining | Database Theory and Design | Data Visualization