

Eric Wetzel

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Summary

Trained data analyst experienced at solving complex problems, leading and collaborating with multidisciplinary teams, and condensing complicated information into easy-to-understand narratives for both internal and external audiences

Technical Skills

Python, SQL, PostgreSQL, SQLite, Tableau, Machine Learning, Pandas, Matplotlib, R, JavaScript, D3, MongoDB, JSON, Flask, AJAX, Beautiful Soup, Hadoop, Leaflet, HTML, CSS, Bootstrap, VBA, Git/GitHub, Microsoft Excel, Microsoft Word, Microsoft PowerPoint, Microsoft Office, WordPress administration

Recent Projects

- Developed an [interactive web app](#) that uses machine learning, JavaScript, Flask, and AJAX to predict the political persuasion of users 82.3% of the time
- Scraped and cleaned 10 million rows of campaign-finance records for use in the above project, cleaned the data using Python, and used the results to train and test a neural network
- Used Python, Pandas, and Microsoft Excel to extract and clean samples from 20 million rows of data from New York City's Citibike program, and created a series of [visualizations and dashboards](#) using Tableau
- Designed an [interactive web app](#) that uses Python and Beautiful Soup to scrape live data from NASA's Mars Exploration Rovers
- Utilized MongoDB to store the above data and Flask to develop a landing page that displays continuously updated results
- Created [a multidimensional visualization](#) of U.S. healthcare data using D3 and JavaScript, with user-controlled animations and automatic rescaling

Experience

Founder and Principal | Wetzel & Company | Austin, Texas | 2016 - present

- Provide digital marketing and strategic communications services to private companies, nonprofit organizations, and political campaigns
- Maintain a client base that has included North America's largest credential-evaluation service, Austin's largest outdoor-advertising company, and candidates for statewide and local office

Vice President, Communications | Shipley & Associates, Inc. | Austin, Texas | 2004 - 2016

- Managed team of analysts and communications professionals at award-winning public affairs agency
- Owned client relationships with technology companies, major law firms, national and statewide trade groups and nonprofits, gubernatorial campaigns, and the ninth-largest political donor in the nation

Education

- Certificate in Data Analysis and Visualization | University of Texas at Austin | Austin, Texas | 2020
- Bachelor of Arts in English | Trinity University | San Antonio, Texas
- Senior Seminars | St. John's College, University of Oxford | Oxford, England

Community Involvement

- Board of Directors | Center for Austin Independent Journalism | Austin, Texas | 2019 - present
- Board of Directors | Austin Bat Cave | Austin, Texas | 2012
- Advisory Council | University of Texas at Austin School of Information | Austin, Texas | 2009
- Board of Directors | Friends of Barton Springs Pool | Austin, Texas | 2008 - 2009