Connor Hanan

Contact

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Experience

Research Analyst, CNN

April 2022 – Present

- Estimated future audiences of all programs and events across CNN and competitive networks
- Developed and integrated ML models into the forecasting workflow, leading to more accurate estimates
- Built and maintained custom interactive Shiny dashboards to provide top-level analysis for key stakeholders

TV Research and Analytics Intern, CNN

June 2021 – August 2021

- Create and share daily audience reach and delivery reports
- Use the Nielsen suite of tools to process/analyze viewership data
- Built a custom, interactive Shiny app to track demographic-based viewership over time across different networks

Associate Producer, CitrusTV

August 2019 – May 2021

- Contribute stories to a daily news program
- Aid the show producer in stacking the rundown and prioritizing stories
- Wrote and edited the copy script

Summer News Intern, KFMB

June 2019 – August 2019

- Wrote VOs, SOTVOs and packages for air
- Worked as a photographer to cover breaking news, pressers and wildfires

Skills and Abilities

Data Science

- Certified Tableau Desktop Specialist
- R: Tidyverse, Tidymodels, Modeltime, Quarto, Shiny
- Python: Pandas, NumPy, Prefect
- Machine Learning: Decision Tree, Random Forest, Support Vector Machine, Naïve Bayes, Gradient Boosting, Association Rules, k-Nearest Neighbor
- NLP: Topic Modelling, Sentiment Analysis, Normalization and Fuzzy Matching, Compound Term Analysis
- Big Data: Apache Arrow, SQL

Other

- Web Development: HTML, CSS, Sass, NextJS
- Nielsen: NNTV, NPower, NCL
- Microsoft: Word, Excel (VBA), OneNote
- Posit (RStudio)/VS Code/Jupyter Lab
- Orange Data Mining

Education

Syracuse University, Class of 2022

Summa Cum Laude

- Broadcast and Digital Journalism, B.S.
- Information Management and Technology, B.S.
  - Concentration in Data Analytics