THOMAS (TOMMY) GARNER

tgarn0113@gmail.com · (512) 878-7794 · linkedin.com/in/tommy-garner/

EDUCATION

The University of Texas at Austin – McCombs School of Business   May 2026
Master of Science, Business Analytics | GPA 4.0

The University of Texas at Austin – McCombs School of Business   May 2025
Bachelor of Business Administration, Business Analytics | GPA 3.79
● Minor: Media and Entertainment Studies, Analytics & Business of Sports

TECHNICAL SKILLS

● Programming & Query Languages: Python, SQL, R, HTML
● Data Tools & Environments: Jupyter, Google Colab, GitHub, Jira
● Business Intelligence & Visualization: Power BI, Looker, Quicksight, Google Analytics
● Cloud & Databases: AWS, Snowflake, BigQuery
● APIs & Data Integration: REST APIs (Ticketmaster DiscoveryAPI, PreservicaAPI), JSON, Web Scraping

EXPERIENCE

iHeartMedia – *Data Analyst, Promotions Team*; Austin, TX   September 2023 – July 2025
● Built Power BI Dashboards to analyze Q1 2025 Instagram engagement across four 5k+ follower accounts, surfacing content trends that informed Promotional and On-Air strategies
● Designed reports summarizing three $10k+ campaigns tracking reach, impressions, and engagement for B2B Sales team
● Analyzed data from 50+ regional promotional contests uncovering participation and audience behavior patterns used in team strategy discussions
● Self-directed training in Google Analytics (GA4), applying segmentation and UTM tracking in demo accounts to strengthen campaign measurement skills

Student Mobilization – *(Campus Ministry) Leadership, Mission Trip*; Orlando, FL & Tokyo, Japan   May 2022 – July 2024
● Raised $7,000 to attend three summer projects by crafting 15+ targeted sponsorship emails and calls, communicating goals inspiring donor support, and following up with newsletters to supporters
● Mentored three participants through weekly guided content, discussions, and conferences, while completing 80+ hours of leadership training, resulting in strengthened team engagement and peer skill development
● Engaged in an 8-week cross-cultural mission trip to Tokyo, contributing to daily outreach initiatives and relationship-building efforts, enhancing intercultural collaboration and long-term team impact

ACADEMIC PROJECTS

Ticket Demand Forecasting Project – *Personal Project*   September 2025 – Present
● Developed and optimized machine learning models (Random Forest, XGBoost, LightGBM) to forecast ticket demand, achieving strong predictive performance ($R^2 > 0.80$) and supporting data-driven pricing and inventory decisions
● Utilized version control (Git) for reproducible workflows and collaborative development

Ticketmaster DiscoveryAPI Scheduling Project – *Personal Project*   August 2025 – Present
● Developed Python pipeline to extract live event scheduling and venue data from the Ticketmaster DiscoveryAPI, supporting analysis of scheduling conflicts and geographic distribution

VOLUNTEERING

SIL Global – *(Language Development NPO) Data Analysis, Visualization*   April 2025 – Present
● Built and maintained two AWS QuickSight dashboards to monitor data quality and track progress of global language development projects, enabling stakeholders to quickly identify and resolve errors
● Assisted with PreservicaAPI integration by validating metadata outputs against project requirements, improving data accuracy for international reporting

Austin Stone – *(Church) AV/Tech, Setup/Teardown Worship Volunteer*   August 2023 – Present
● Executed bi-weekly setup of AHS gym for weekly church services, ensuring smooth operations for 500+ weekly attendees