

THOMAS (TOMMY) GARNER

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EDUCATION

The University of Texas at Austin – McCombs School of Business
Master of Science, Business Analytics | GPA 3.81

May 2026

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

May 2025

TECHNICAL SKILLS

- Programming Languages: Python, SQL, R, HTML
- Developer Tools: Jupyter, Google Colab, VS Code, GitHub Copilot CLI, Claude Code, Codex
- Business Intelligence & Visualization: Power BI, Tableau, Streamlit, Quicksight, Google Analytics
- Cloud & Databases: AWS, Snowflake, BigQuery, Supabase

EXPERIENCE

iHeartMedia – *Data Analyst, Promotions Team*; Austin, TX September 2023 – July 2025
• Built 2 Power BI Dashboards to analyze Q1 2025 Instagram engagement across 10 accounts (5k+ followers each), 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 supporting client retention
• Analyzed data from 50+ regional promotional contests uncovering participation and audience behavior patterns used in team strategy discussions

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

ACADEMIC PROJECTS

Secondary Ticket Demand Forecasting Project – *Personal Project* December 2025 – Present
• Built end-to-end two-stage forecasting pipeline achieving 0.82 PR-AUC (2.8x lift over random) and 51% MAE improvement on 71% zero-inflated secondary ticket sales data across 114K events, reducing per-prediction revenue risk by \$1.5K–\$3.5K
• Designed BigQuery data warehouse ingesting daily 50K-event CSV snapshots into star schema; engineered 30+ predictive features and classified events into 7 demand segments using regex NLP patterns across 38 subcategories
• Documented methodology across 10-part technical blog series with actionable takeaways to summarize findings

Setlist App – *Personal Project* September 2025 – December 2025
• Built a full-stack concert discovery platform integrating Spotify, Ticketmaster, SeatGeek APIs with async parallel requests, aggregating 136+ concerts across 87 artists and 28 venues in the Austin, TX area
• Engineered PostgreSQL schema on Supabase with 6 normalized tables (profiles, preferences, concerts, friends, messages, attendance) enabling multi-parameter queries with minimal response times
• Deployed containerized Streamlit app with GitHub Copilot CLI, introduced 16 automated pytest tests and Docker support; onboarded 5 beta users with positive feedback on recommendation engine using exact/partial matching, word similarity, and API popularity signals

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