

# KYLE PATRICK SIMPSON

Spreadsheet Savvy | Data Analyst | R Language Enthusiast

Driven and inquisitive self starter, with strong administrative acumen, and fluency in a vast suite of tools particular to data analytics. An educational background in Psychological Sciences, and over 3 years experience working as a freelance data analyst has shaped me into a highly capable researcher, data storyteller, and science communicator.



## PROFESSIONAL CERTIFICATION

- 2022  
|  
2021
- Google Data Analytics Professional Certificate**  
Coursera/Google
    - Covered Google Sheets, SQL, R, and Tableau functions in depth.
    - Obtained robust framework for applying GDPR to making data driven decisions.
    - Case Study: E-bike Rideshare Customer Data.

## RECENT EMPLOYMENT HISTORY

- 2022  
|  
2021
- Lodgement Administrator**  
Accident Compensation Commission, NZ 📍 Dunedin, NZ
    - Resolved high daily volume of information conflicts.
    - Used Microsoft Office Suite for various administrative tasks.
    - Assisted in identifying opportunities for improving processes & services.

## FREELANCE PROJECTS

- 2022  
|  
2019
- Data Analyst**  
Chur Inc. 📍 Wellington, NZ
    - Designed & distributed surveys to measure guest experience following large immersive events.
    - Applied qualitative & quantitative analysis to social media and survey data.
    - Implemented data driven insights to improve user/guest experiences.

2021  
|  
2020

  - Data Analyst**  
Fungus Federation Ltd. 📍 Auckland, NZ
    - Used R and Google Sheets to clean company data sets.
    - Forecast growing cycles of pleurotus pulmonarius in various growing conditions.
    - Communicated findings to stakeholders with pivot tables and interactive dash boards.

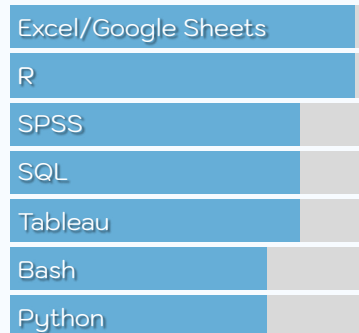
2020  
|  
2019

  - Junior Data Scientist**  
Greenback Ltd. 📍 Auckland, NZ
    - Conducted literary review of modeling techniques for NZ native tree growth & carbon sequestration.
    - Modeled NZ native tree growth & carbon sequestration potential.
    - Attended Impact Collective Accelerator Program.

## CONTACT INFO

✉ [kyle.p.simpson@gmail.com](mailto:kyle.p.simpson@gmail.com)  
🐦 [\\_Kyle\\_Simpson](#)  
🔗 [github.com/uberkeil](https://github.com/uberkeil)  
in [/kyle-p-simpson](#)  
📞 (403) 315-7669  
🏠 Amherst, MA, 01002

## DATA-CENTRIC SKILLS



## VISA STATUS

🍁 Citizen by birth  
🐘 Naturalized Citizen  
🇳🇿 TN1/H1B Eligible



## ACADEMIC EXPERIENCE & ACCOMPLISHMENTS

- 2019  
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2015
- **Double Bachelor of Arts**  
Psychology & Philosophy 📍 Victoria University of Wellington (VUW)
    - Extensive research & communication of scientific & philosophical concepts.
    - Designed numerous experiments using qualitative & quantitative research methodologies.
    - Used R and SPSS for analysis of scientific data.
- 2019  
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2018
- **Undergraduate Psychology Course Tutor**  
PSYC 317: Evolutionary Psychology 📍 VUW, NZ
    - Prepared & Delivered Course Content.
    - Graded Assignments.
    - Helped implement Reflective Journaling as course component.
- 2019  
|  
2018
- **Research Assistant**  
Mind & Culture Lab 📍 VUW, NZ
    - Contributed to weekly lab meetings.
    - Coordinated research participants.
    - Used Qualtrics to conduct online surveys.
- 2019  
|  
2018
- **Social Media Coordinator**  
Center for Applied Cross-Cultural Research 📍 VUW, NZ
    - Managed Multiple Social Media Accounts.
    - Daily Content Creation for lay and academic audiences.
    - Coordinated online presence of NZ Multi Cultural Federation annual summit.
- 2018  
|  
2017
- **Mentor**  
Te Pūtahi Atawhai – Māori & Pasifika Student Support 📍 VUW, NZ
    - Provided holistic academic support to Māori & Pasifika students.
    - Presented Statistics and Research Methods course content.
    - Participated in thorough frequent sensitivity training sessions.
- 2018  
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2017
- **Research Assistant**  
Stress & Ritual Pilot Study 📍 VUW, NZ
    - Recruited, on-boarded, and debriefed research participants.
    - Assisted with experiment design.
    - Conducted Data collection throughout the study.

## ADDITIONAL WORK HISTORY

- 2015  
|  
2011
- **Managing Director**  
Bar Squire Beverage Consultancy Services 📍 Wellington, NZ
    - Consulted to the hospitality industry combining data analytics with 10 years of industry experience.
    - Built custom databases for bars & restaurants using SQL and Excel.
    - Designed beverage programs and training modules for clients in New Zealand, Canada, and Hong Kong.

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✉ [kyle.p.simpson@gmail.com](mailto:kyle.p.simpson@gmail.com)  
🐦 [\\_Kyle\\_Simpson](https://twitter.com/_Kyle_Simpson)  
🔗 [github.com/uberkeil](https://github.com/uberkeil)  
🌐 [/kyle-p-simpson](https://www.linkedin.com/in/kyle-p-simpson)  
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## ADDITIONAL SKILLS

- Survey Design
- Agile/JIRA
- CRM (Salesforce)
- Git Version Control
- Statistical Modelling
- Process Improvement
- Critical Thinking
- Time Management
- Interpersonal Skills
- Leadership
- Public Speaking
- Mentoring
- Active Listening

## REFERENCES

*Available upon request*

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Source code:  
[github.com/uberkeil/kyle\\_CV](https://github.com/uberkeil/kyle_CV).  
Last updated on 2022-08-09.