

# WILLIAM C. POPE

Atlanta, GA 30327

PHONE: 205.826.5278 | EMAIL: [william.c.pope@gmail.com](mailto:william.c.pope@gmail.com)

LINKEDIN: [linkedin.com/in/willpope](https://www.linkedin.com/in/willpope) | GITHUB: [github.com/willcpope](https://github.com/willcpope)

**Data Scientist** experienced in Python, Machine Learning, R, SQL, and Statistics with a professional certification in Data Science and Analytics from Georgia Tech. Dedicated to providing accurate insights and thorough reports that will shape an organization's future decisions. Brings an accomplished, multidisciplinary executive perspective with expertise in sports and entertainment live event experiences. History of entrepreneurial success co-founding and managing large scale internationally televised and nationally touring events.

## Technical Skills

**Languages:** Python, R, SQL, noSQL, HTML, CSS, JavaScript

**Data Manipulation & Visualization:** Pandas, Matplotlib, Seaborn, Shiny, Tableau

**Machine Learning:** Scikit-learn, TensorFlow

**Database:** MySQL, PostgreSQL, DBeaver, MongoDB

**Other:** Git, AWS, Flask, Command Line

## Projects

**College Football Advertising Strategy** | [github.com/willcpope/cfb-advertising-strategy](https://github.com/willcpope/cfb-advertising-strategy)

*ETL project to build a database of Southeastern Conference college football data from 2012-2018 including: revenues, expenses, attendance, and television ratings.*

- PostgreSQL
- SQL
- Beautiful Soup

**Mars Data Scraping** | [github.com/willcpope/web-scraping-challenge](https://github.com/willcpope/web-scraping-challenge)

*Built a web application that scrapes various websites for data related to the Mission to Mars and displays the information in a single HTML page.*

- Python (Pandas, Flask, PyMongo, Beautiful Soup, Splinter)
- HTML
- Jupyter Notebook

**Health Insurance Analysis** | [github.com/willcpope/ACA\\_Analysis](https://github.com/willcpope/ACA_Analysis)

*Evaluated the effects of the Affordable Care Act on uninsured rates, utilization of emergency services, mortality rates and/or healthcare expenditure.*

- Python (Pandas, Matplotlib, Scipy, Numpy)
- Jupyter Notebook

**Weather Visualization** | [github.com/willcpope/python-api-challenge](https://github.com/willcpope/python-api-challenge)

*Utilized Python requests, APIs, and JSON traversals to visualize the weather of over 500 cities across the world of varying distance from the equator and plan future vacation destinations.*

- Python (Pandas, Matplotlib, Numpy)
- Jupyter Notebook
- OpenWeatherMap API, Google Places API

## Experience

**Strategy & Sales Manager at Halo: Outpost Discovery**, Herschend Live. Atlanta, GA

2018 – 2019

Responsible for exhibit marketing and activation, experiential strategy, field marketing, and operations for multiple in-event experiences at Halo: Outpost Discovery. In partnership with Microsoft-owned 343 Industries and Xbox, this weekend-long event was a first of its kind touring experience that came to Orlando, Philadelphia, Chicago, Houston, and Anaheim.

- Developed a prospect list of 2,443 companies by compiling and cleaning web data and visiting competitor events in Atlanta, Boston, San Antonio, Orlando, Los Angeles and Houston
- Marketed partnerships and activated over 14,000 square feet of exhibit space on-site throughout the national tour
- Synthesized and visualized feedback data from 138 prospects to forecast demand and improve messaging
- Compiled and cleaned pricing and attendance data from 16 competitor events to propose new pricing, sales, and branding strategies with executives

**Associate Executive Director**, ESPN Events. Montgomery, AL 2013 – 2018  
Co-founded and managed the internationally televised, ESPN-owned Camellia Bowl and FCS Kickoff. Led a cross-functional team with oversight of business, operations, brand management, marketing, sponsorship sales and activation, intern and volunteer management, ticket operations, public relations, and production.

- Responsible for budget data management of over \$2M and reporting to ESPN resulting in executive recognition as the most efficient and effective management team in the company
- Conducted data analysis comparing marketing expenses and ticket revenue to identify trends resulting in 2M international television viewers live on ESPN and \$15M+ annual economic impact
- Synthesized and visualized customer feedback data from multiple sources including email and social to identify trends and prioritize improvement initiatives
- Managed sponsor fulfillment data for over 65 clients to ensure accurate activation and repeat clients
- Oversight of sponsorship data measurement totaling approximately \$30M in annual exposure for clients

**Associate Executive Director**, Central Alabama Sports Commission. Montgomery, AL 2016 – 2018  
Responsible for attracting, developing, and facilitating sports events and sports-related conventions in the central Alabama region to create a positive economic impact.

- Secured a multi-year partnership with the Sun Belt Conference to host the annual conference baseball tournament in Montgomery, Alabama using local community and sports facility data

**Sports Business Consultant**, Creative Marketing Management. Tuscaloosa, AL 2010 – 2018  
CMM is a boutique sports business and entertainment consulting agency specializing in event management, marketing strategy, feasibility studies, athletic operations assessments, sponsorship sales, and executive searches. Partnered with the Founder to build the start-up into a multi-client agency including the Walt Disney Company.

- Utilized internal data at Jacksonville State University to strategically target 5,000 donors to market the new club level and luxury suites, part of a \$60 million football stadium expansion, resulting in over 64% sold prior to the first game and stimulated football attendance to a record of 22,168 and more than doubled ticket revenue
- Authored strategic plan for the University of North Alabama to transition from NCAA Division II to Division I by using internal athletic budget data and benchmarking against data obtained from other universities who recently reclassified to forecast student attendance growth and positive impact of game guarantees on athletic budget
- Conducted a comprehensive athletic budget data analysis for Columbus State University to identify insights to restructure, implement, and monitor a new budget and benchmark against peer institutions
- Facilitated head football and head basketball coaching search process for Jacksonville State University using performance data to rate candidates

**Co-Founder**, The College Football All-Star Game. Tuscaloosa, AL 2012 – 2013  
Co-founded this week-long college football all-star event televised live on CBS Sports Network. Led a cross-functional team with oversight of business, operations, brand management, marketing, sponsorship sales and activation, and ticket operations.

- Used football personnel data to recruit 100 of the nation's top college football seniors resulting in over 130 NFL scouts attending the event

## Education

**Data Science & Analytics Bootcamp Certificate:** Georgia Institute of Technology, Atlanta, GA

This 24-week intensive data science program covers the specialized skills for the booming field of data, including: Advanced Excel, Python, JavaScript, HTML/CSS, API Interactions, Social Media Mining, SQL, Tableau, Advanced Statistics, Machine Learning, R, Git/GitHub, and more.

**M.S. in Human Environmental Sciences, Sports Business Management:** University of Alabama, Tuscaloosa, AL  
Designed to provide a solid foundation for success, using a comprehensive interdisciplinary approach, in order to gain the management knowledge and specific skills necessary for success in any sport industry setting.

**B.S. in Commerce & Business Administration, Operations Management:** University of Alabama, Tuscaloosa, AL  
Focuses on the effective management of the resources and activities that produce and deliver the goods and services of any business. OM professionals manage the business processes, activities, people, materials, equipment and information resources that a business needs in order to produce and deliver its goods and services.

**Six Sigma Black Belt Certification Course:** University of Alabama, Tuscaloosa, AL

Allow organizations to vastly improve their financial positions by designing and monitoring everyday business activities in ways that minimize waste and resources while increasing customer satisfaction. Proficient in all of the analytical tools necessary to design and analyze general and fractional factorial experiments. Mastered the skills necessary to lead a complex process improvement project that produces bottom-line results.