

William Tran

714-786-0764 | williamtran314@gmail.com | Relocating to Houston, TX

EDUCATION

Master of Science in Analytics

Georgia Institute of Technology, expected completion in 2026

Aug 2024 – Current

Atlanta, GA (Remote)

Bachelor of Science in Statistics and Data Science

University of California, Santa Barbara

Sep 2019 – Mar 2023

Santa Barbara, CA

EXPERIENCE

Fundraising Data Analyst

Saint Louis University

Sept. 2023 – Current

Saint Louis, MO

- Lead quarterly meetings with the SLU Medical and Business School fundraising teams to analyze proposal performance using custom-built visualizations and reports in Python and Tableau. Facilitate data-driven discussions that compare quarterly results to historical trends and recommend strategic actions, contributing to a positive performance trajectory.
- Developed a Python-based regional travel tool that aggregates donor data, travel logistics, and giving history to optimize trip planning for fundraising officers. This tool, now used regularly across the team, improves efficiency, ensures targeted outreach, and enhances donor engagement by prioritizing high-potential visits.
- Identified an untapped donor segment through targeted analysis of senior donors to the SLU Business School, finding that first IRA gifts typically occur at age 77. This insight led to new outreach strategies for donors aged 70–77.

Customer Sales Analyst

UCSB Arts & Lectures

Sep 2019 – Mar 2023

Goleta, CA

- Managed box office sales and exchanges, accessing customer data via the Tessitura CRM platform to resolve complex issues regarding purchases, seating, and event access over the phone and email
- Supervised student ticket office workers, providing managerial support on-site and in the office
- Assisted a diverse group of patrons throughout Arts & Lectures events on-campus, off-campus, and online

PROJECTS

SLU Regional Travel Tool | *Python, Excel*

Sep 2024 – Oct 2024

- Developed in response to fundraising officers' requests to streamline trip planning and optimize donor visits
- Adopted by multiple fundraising officers across the Medical and Business School campuses for strategic travel planning
- Aggregates and filters recommended donors within specified geographic regions based on customizable criteria tailored to each officer's priorities
- Generates clean, formatted Excel reports with donor recommendations, key summary statistics, and visualizations, ensuring accessibility and usability for the fundraising team

Dungeons and Donors (Apra Data Science Now 2024 Feature) | *Python, R, Tableau*

May 2024 – Aug 2024

- Featured presentation at Apra's 2024 National Prospect Development Conference, showcasing insights and strategies developed through advanced data analysis
- Designed a tailored fundraising campaign plan for a simulated organization, incorporating data-driven strategies and best practices
- Utilized time-series modeling results to forecast realistic and achievable fundraising goals, aligning with historical trends and potential donor engagement
- Developed a custom gift pyramid using statistical analysis of the donor base to prioritize prospects based on giving potential and engagement metrics

TECHNICAL SKILLS

Languages: Python, SQL, R, C++, SAS

Tools: Power BI, Tableau, Excel, Jupyter Notebook, VS Code, Adobe Creative Suite

Libraries: pandas, NumPy, Matplotlib, scikit-learn, Plotly