

Zachary A. Jackson, Ph.D.

Dallas – Fort Worth Metro, Texas, United States | zajacksonphd@gmail.com

[Data Portfolio](#) | [LinkedIn](#) | [Tableau](#) | [GitHub](#) | [Publications](#)

PROFILE

Experienced analyst with a track record of collecting, analyzing, and translating data into understandable, actionable insights. Demonstrated expertise with 10 peer-reviewed publications and multiple invited presentations, along with presentation awards. Strong commitment to delivering data-driven solutions for business success.

EDUCATION

Texas A&M University — Doctor of Philosophy in Health Education, 2019

Texas A&M University — Bachelor of Science in Community Health, 2013

DATA ANALYTICS TRAINING

Advanced Research Methods (ARMs),

Texas A&M University

Data Science for All: Empowerment Fellowship Honor Certificate, **Correlation One**

SQL: Querying and Managing Data, **Khan Academy**

Tableau Creator, **Tableau**

TECHNICAL SKILLS

- SQL (MySQL, PostgreSQL)
- Tableau
- Python
- Excel
- SPSS
- ETL (Extract, Transform, Load)

TRANSFERABLE SKILLS

- Statistical Analyses
- Documentation
- Technical Writing
- Presentations

DATA ANALYTICS & VISUALIZATION PROJECT EXAMPLES

- **[Marvel Character Analysis](#)**. Analyzed secondary data of Marvel Characters' attributes and popularity using SQL and Python in a Jupyter Notebook. SQL skills (i.e., CASE-WHEN, PARTITION, CTEs, and subqueries.)
- **[Minimalist's Capsule Closet: Database Design and Analysis](#)**. Created master and references tables. Merged tables and analyzed data using SQL to determine whether I should go shopping based on parameters.
- **[Smiley's Electronics Sales Report](#)**. Reported 5 key sales metrics for the month. Identified top selling product group, its sales, and the best and worst performing locations. Published descriptive, interactive Tableau dashboard.

RELEVANT EXPERIENCE

Data Analyst Intern — *Uplevel*

7/2022 – 12/2022

- Created Tableau dashboards to monitor product engagement metrics, enabling the Product team to make informed development decisions.
- Developed a Tableau dashboard for Revenue Operations (RevOps) team to track ingested users to properly calculate contract costs
- Extracted user data and loaded it into Tableau, to generate a customized sheet for the Customer Success (CS) team to expedite their email updates strategy

Public Health Advisor — *Loyal Source Governmental Services*

3/2021 – 3/2022

- Collected quantitative and qualitative data via interviewing and surveying international air travel passengers for contact tracing and federal database

Assistant Professor in Health — *Prairie View University*

8/2020-12/2021

- Translated academic research into digestible modules, instructed courses on strategic planning data collection practices and intervention development
- Conducted advanced statistical analyses on large datasets using Stata and SPSS to investigate the effects of social factors on human behavior
- Appointed as Graduate Program Coordinator, collected and analyzed data on program enrollment and student outcomes using Excel and presented PowerPoint detailing key findings at the college-wide leadership retreat

Associate Director — *University of Michigan*

8/2019 – 10/2020

- Developed a research agenda exploring novel questions, critically thinking through types of data and analyses needed as well as dissemination efforts
- Analyzed survey data and translated output into actionable insights leading to technical reports, conference presentations, and a peer-reviewed publication