

BUSINESS DEVELOPMENT INTERN

Summary

Obtain a position in analytics or data science in which I can enable data-driven decision-making to help leaders solve problems.

Highlights

Proficient using Statistical Analysis Software (SAS), R, SAS Data Miner, SQL, Relational Databases, and Microsoft Office programs.

*Experienced in statistical analyses, sampling techniques, research design, C-level presentations, and professional writing skills.

Experience

Business Development Intern 05/2013 to Current Company Name City , State

- Enabled precision micro-targeting and bid optimization with Search Engine Marketing (SEM) at the zip-code level for AutoTrader's clients.
- Used SAS and R to produce an interactive choropleth Google map that tracks page views, Sales, and Market Share of page views per client, which identifies potential areas of opportunity for SEM marketing.
- Haystak Digital Marketing, an AutoTrader company, estimates that the project will increase their revenues by \$3.5 million annually.

Statistical Consultant 10/2012 to 12/2012 Company Name

- Used the correlation procedure in SAS to analyze Zillow.com data and housing attributes of 141 homes in the Virginia Highland community to determine that Dekalb County's appraisals were faulty and not statistically sound, which led the residents to winning a case against the county in court.

Statistical Consultant 05/2012 to 01/2013 Company Name City , State

- Performed statistical analysis on survey research concerning the educational preferences of students born post 1982 in comparison with students of other age groups.
- Found statistically significant differences in chosen majors of millennials to non-millennials and by race using the ANOVA and T-test procedures in SAS.
- Accomplishments Smart Search Engine Marketing" Summer 2013 Used SAS and R to analyze Sales, Vehicle Detail Page (VDP) counts, Market Share of VDP counts, automotive brand, demographics, and geography by zip code.
- This determined which zip codes to micro-target for Search Engine Marketing (SEM) with Haystak Digital Marketing, rather than marketing solely based on a 10 mile distance of IP address from a dealership.
- The project estimates to earn Haystak a potential of \$3.5 million in annual revenues.
- Using Logistic Regression to Determine Credit Scores" Spring 2013 Used the scoring, correlation, SQL, and logistic procedures of SAS with a 2.5 million record dataset from Compucredit to produce a logistic regression model to classify consumers as "good" or "bad" credit risks based on 16 significant predictors.
- The model generates approximately \$114k profit per 1,000 individuals scored.
- Homelessness in Georgia" Fall 2012 Performed a multiple linear regression using the regression procedure in SAS to predict the counts of homeless persons per county in Georgia.
- Lottery Sales per Person" was found to be the most significant predictor.

Education

Bachelor of Science : Sociology Statistics May 2013 Kennesaw State University City , State GPA: GPA: 3.45 GPA: 3.45 Sociology Statistics Skills

automotive, C, com, Credit, client, clients, IP, marketing, Market, Microsoft Office programs, optimization, Page, predict, presentations, profit, Relational Databases, research, research design, Sales, SAS, sound, SQL, Statistical Analysis, professional writing, zip

Additional Information

- HONORS AND ACTIVITIES Eagle Scout, Boy Scouts of America President's List: Fall 2011, Fall 2012, Spring 2013 President, Alpha Kappa Delta - Honor Society of Sociology, Spring 2013 Study Abroad Program to Paris and Romania, Summer 2011