

# JEFFREY PARKER

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Midway, UT

## DATA SCIENCE MANAGER

Creative and data-driven leader with 6+ years of applying advanced data science methods to complex business problems.

### Career Timeline

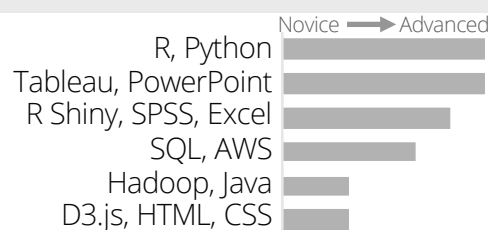
#### PROJECTS

#### SKILLS

<p><b>2018</b> Provo, UT 2 Years</p> <p><b>Qualtrics</b> Data Scientist</p> <p><b>Clients:</b> Uber, Amazon, Hershey, Clorox, SoFi, etc.</p>	<p><b>Value:</b> Generated \$1m annually in profit through client work</p> <p><b>Impact:</b> Exceeded revenue expectations with 100% quarterly growth by automating analyses in R</p>	<p><b>Creative Strategy:</b> Served as subject matter expert for clients needing advanced methodologies in market research projects; used predictive models to understand people (e.g., customers) behavior and decisions</p>
<p><b>2017</b> Chicago, IL 1.5 Years</p> <p><b>Northwestern University</b> MS Analytics GPA: 3.6</p> <p><b>GE Transportation</b> Data Science Intern</p> <p><b>Allstate Insurance</b> Data Science Consultant</p>	<p><b>Creativity:</b> Utilized deep learning techniques on image recognition</p> <p><b>Entrepreneurship:</b> Created a product offering from scratch that predicts purchases for 1.7m households</p> <p><b>Ownership:</b> Implemented a scalable anomaly correction algorithm that automated work of 1.5 FTEs</p>	<p><b>Analytical Prowess:</b> Intently studied 3 pillars of data science: predictive, descriptive and prescriptive</p> <p><b>Team Player:</b> Worked in teams of masters students and Kellogg MBAs on 10+ projects ranging from machine learning, product development to data visualization</p>
<p><b>2016</b> Salt Lake, UT 2.5 Years</p> <p><b>Cicero Group</b> Senior Business Analyst</p> <p><b>University of Georgia</b> Market Research Certification</p>	<p><b>Insightfulness:</b> Leveraged disparate data sources to recommend \$70m in additional potential revenue streams</p> <p><b>Big Picture:</b> Generated \$17k in cost-savings by spearheading a web-scrape</p> <p><b>Technical Depth:</b> Bread-and-butter projects include market segmentation, NPS impact and market research</p>	<p><b>Storytelling with Data:</b> Crafted 1,000s of masterful PowerPoint slides for executive level audiences</p> <p><b>Project Management:</b> Directed a team of 4 programmers in development of dashboard tool</p> <p><b>Firm Building:</b> Launched high-value internal HR and IT protocols</p>
<p><b>2014</b> Boise, ID 1 Year</p> <p><b>Clearwater Analytics</b> Account Manager &amp; Reporting Analyst</p>	<p><b>Problem Solving:</b> Backed into complex financial calculations in Excel pulling data from SQL</p>	<p><b>Professionalism:</b> Managed client relationships of Fortune 50 banks with 1,000's of users &amp; \$100B's in assets</p>
<p><b>2013</b> Logan, UT 5 Years</p> <p><b>Utah State University</b> BS Economics Minors in Math &amp; Int'l Business GPA: 3.6</p>	<p><b>Critical Thinking:</b> Clinton Global Initiative selectee for analysis on wind turbine development</p>	<p><b>Leadership:</b> Supervised 12 volunteers as student elected Business Senator</p>

#### TOOLS

#### DOMAIN KNOWLEDGE



- 🌐 [jeffreyparker.github.io/public\\_html](https://jeffreyparker.github.io/public_html)
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