

# Andrew D'Armond

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## **DATA SCIENCE | EXPERT PROBLEM SOLVER | SPORTS ENTHUSIAST** **Decipher Sophisticated Business Problems & Execution of Strategic Visions with Data**

Regarded for dedication in developing answers through concatenating detailed analysis, compelling visualizations, and astute presentations of business insights to achieve objectives. Concentrated on bringing data science to solve hidden or unknown business problems and create meaningful opportunities in future career development.

## **Professional Experience**

**ENTER CAPITAL** | San Francisco, CA

Jun 2020 - Aug 2020

**Junior Product Manager** | Devised translation mobile app for VC firm targeting international markets

- Wrote propriety Python code formulating mobile app translating speech including slang & diction recognition across top 100 languages, sector values currently at \$24 Billion
- Researched consumer market futures in mobile translation sector establishing market share potential to 15% facilitating analyst in forecasting sales across European markets effectuate initial seed valuations
- Managed team of analysts, engineers, & marketers across multiple time zones adopting agile methodology ensuring on-time deliverables & product quality

**PRANCE GEMINI, LP** | San Francisco, CA

May 2020 - Aug 2020

**Business Development & Data Analytics Analyst** | Designed property tracking dashboard for SaaS platform

- Built R package shiny dashboard for Colorado based ski resort clients ensuring safe conditions via tracking weather updates, live slope conditions, emergency response messaging, & patron usage
- Spurred business development expanding dashboard sales outside Breckenridge nearby markets including Vail, Keystone, & Copper Mountain raising revenue by 350%
- Accelerated new client installation by conducting data analysis in Python and SQL providing more conducive data using dashboard bringing launch time projections forward by 3 months

**Learfield IMG College** | Houston, TX

May 2016 – May 2018

**Senior Associate** | Oversaw sponsorship assets facilitating marketing campaigns with clientele of University of Houston and Rice University Athletics

- Spearheaded operational coordination of 75+ different athletic events in maximizing sponsorship activation by generating 700K+ patrons in 48 months' time
- Managed all "trade" accounting of 100+ clients through Customer Relationship Management software generating high level activations to leverage current and potential clients
- Leveraged communication skills enhancing current client relationships producing high client retention rates

**Houston Super Bowl Host Committee** | Houston, TX

Dec 2016 - Mar 2017

**Event Operations Coordinator** | Coordinated execution of all Super Bowl 51 events in downtown Houston area

- Led operational coordination of all Super Bowl 51 related events including Super Bowl Live, NFL Experience, NFL Awards, NFL Gala, generating \$300+ Million from tourist expenditures to Houston community
- Dissected consumer interaction data acquired from previous day, initiating better partner activation setup along with hourly site diagnostics to strengthen product engagement
- Researched logistical data trends, verifying reports from all 15 public transportation routes in & out of downtown area leading 150,000+ patrons efficiently through Super Bowl week

## TECHNICAL SKILLS

**Programming Languages:** R | Python | SQL | Shell

**Information Technology:** Apple Suite | MS Suite | CRM

**Data analytics:** Data Management | Data Mining | Data Modeling | Git | Hadoop | Spark | Machine Learning | NLP

**BI tools and applications:** PowerBI | Tableau | Cloud Computing | Google Analytics | Agile Methodology

**Certifications:** Tableau Certified Data Scientist

## PROJECTS

### Personal Website - Marketing

<http://andrewdarmond.com>

(R) - Comprehensive portfolio website created using Blogdown package

### Digital Strategy – Machine Learning

<https://github.com/andrewdarmond/Apple-Vs-PC>

(Python) – Unsupervised learning project on student survey data to create marketing strategies for laptop decision making

### CitiBike – Operational Dashboard

<https://datastudio.google.com/reporting/e4badbf7-c496-405d-a1d5-3681c097bb02>

(SQL) – Google Data Studio dashboard on San Francisco CitiBike network using BigQuery

## ACHIEVEMENTS

**MIB Hult Business Challenge – Entrepreneurship Track – 1<sup>st</sup> Place**

**MSBA 2020 Hackathon – Code for Venezuela – 1<sup>st</sup> Place**

## EDUCATION

### Master of Science - Business Analytics (MSBA)

Hult International Business School | San Francisco, California

- Future Leader Scholarship | Dean's List | GPA: 3.6 / 4.0

2020

### Master of International Business (MIB)

Hult International Business School | London, United Kingdom

- Future Leader Scholarship | Dean's List | GPA: 3.5 / 4.0
- Rotational Program: Dubai & Shanghai

2019

### Bachelors in Sports Administration (BS) | Minor: Business Administration

Louisiana State University | Baton Rouge, LA

2016