

TRISTAN S. RENAUD

Harrison, NJ • 551-486-6415 • Tristan.S.Renaud@gmail.com • [linkedin.com/in/tristansrenaud](https://www.linkedin.com/in/tristansrenaud) • linktr.ee/tristansrenaud

Analytical, enthusiastic and relationship-driven senior data analyst with extensive experience interfacing with leadership on ad hoc analysis and streamlining complex data processes. Dynamic record of driving marketing campaigns, reconciling data sources, and transforming business goals into reliable and successful implementations. Diverse professional background in e-commerce, Marketing, Manufacturing, and Telecom industries, and a recent graduate of IBM's Data Science Program.

AREAS OF EXPERTISE

Leveraging advanced statistical analysis techniques to optimize business performance and reduce costs, communicating metrics with stakeholders and c-suite executives, translating complex technical ideas into lay terms, mentoring team members, utilize SQL and Python to apply data science algorithms to generate insights on data, managing campaigns throughout the marketing process, migrating databases, and delivering results.

KEY COMPETENCIES

Ad Types [4+ Years]	Audience Match, Carousel, Direct (Catalogs, Envelope Mailers, Samples), Display, Email, Expanded Text Ads (ETA), RLSA, Search, Shopping, Slideshow, Text, Video, YouTube
Data [6+ Years]	A/B Testing, Advanced Statistics, Business Intelligence, Customer Lifetime Value, Customer Loyalty, Data Mining, Data Warehousing, Decision Tree, ETL, Exploratory Analysis, Inventory Forecasting, K-Means Clustering, K-Nearest Neighbors, Machine Learning, Migration Testing, Order Attribution, Pricing Optimization, Product Development, Promotion Testing, Regression, Return on Investment, Sales Projection, Support Vector Machine, Waste Analysis
Marketing [4+ Years]	Ad Copy, Audience Match, Customer Acquisition, Digital Marketing, Direct Marketing, Dynamic Remarketing, Event Tracking, Google Analytics, Lookalike Modeling, Markup Schema, Multi-Touch attribution, Omni Channel Marketing, Pixel/Tag Implementation
Programming [6+ Years]	Jupyter, SQL, JSON, Python (Folium, GeoPy, Matplotlib, NumPy, Pandas, Scikit-learn, Seaborn), REST API (Foursquare Places, Yelp Fusion)
Software & Systems [6+ Years]	AS400 (DB2), Amazon Advertising, AWS CloudSearch, Basecamp, Criteo, Excel (Power Pivot), Facebook Ads, Google Ads, Google Analytics, Google Merchant Center, Google My Business, IBM Watson Studio, Jupyter, LinkedIn Ads, Microsoft Advertising, Microsoft Office, Power BI, Sage Enterprise Intelligence, Sage X3 (SQL Server), Showcase Query, Slack, Spiceworks, Tableau, Trac

PROFESSIONAL EXPERIENCE

Prudent Publishing Co, Inc. | 4 Years, 8 Months

Ridgefield Park, NJ

Senior Digital Marketing Analyst | March 2019 – January 2020

- Managed a digital marketing program with an annual \$1.5mil budget. Performance ROI justified 50% budget increase.
- Reconciled the migration of order and customer data during database migration AS400 (DB2) to Sage X3 ERP (SQL Server).

Key Achievements:

- Used Power BI and Power Pivot to analyze omni-channel marketing efforts to determine performance, identify areas of opportunity, and quantify customer loyalty, acquisition costs and customer lifetime value.
- Streamlined the quarterly sales projection and inventory optimization process of 1,500+ products by automating ETL, joining internal and external data sources, and reducing heuristic errors.

TRISTAN S. RENAUD

Harrison, NJ • 551-486-6415 • Tristan.S.Renaud@gmail.com • [linkedin.com/in/tristansrenaud](https://www.linkedin.com/in/tristansrenaud) • linktr.ee/tristansrenaud

Data Analyst | May 2015 – March 2019

- Co-created and updated Google Analytics event tracking for website revamp. Handled product ad listings, A/B ad testing, data driven bidding as well as new product advertising, ad tracking code/tags.

Key Achievement:

- Directed the creation of order and product views in a data warehouse to streamline querying (SQL) and analysis work.

Verizon Communications | 2 Years, 3 Months

Southlake, TX / Basking Ridge, NJ

Affiliate Engineer I (Leadership Development Program) | June 2013 – June 2014

- Performed test engineering and acceptance testing of mobile devices through statistical analysis to determine KPI thresholds, collaborating with OEM's engineering teams.

Key Achievement:

- Programmed and executed automated test programs simultaneously across 500 mobile devices both in the lab and field.

Student Intern – National Operations Support, Real Estate | June 2012 – May 2013, Summer 2011

- Examined cost reducing alternatives and provided analysis of 300k copper customers with chronic repair tickets.
- Developed Energy Star Building Certification technical manual for Verizon buildings, which made unqualified buildings eligible.

Key Achievement:

- Created and executed a four-week Network Evolution Trial with 30 participants.
-

PROJECTS

[Finding the Best Hotel in Paris](#)

Created a model that recommends hotels in Paris based on a customer's travel interests and budget by applying data science techniques. Using Python in a Jupyter notebook, I collected hotel data from Foursquare and Yelp via API, normalized ratings using quantile transformation, and used k-means to cluster hotels based on nearby venues.

[Modeling Twitter Hashtag Trends](#)

Created a model that forecasts tweet volume following breaking news. Using AWK and MATLAB, I analyzed and modeled hourly hashtag counts over 3+ years (300 million rows).

Note: Please click on the embedded links to learn more about the projects above

EDUCATION AND PROFESSIONAL DEVELOPMENT

IBM **Online (via Coursera)**

IBM Data Science Professional Certificate | February 2020 – November 2020

Columbia University, Fu Foundation School of Engineering and Applied Science

New York, NY

Bachelor of Science | Applied Mathematics | Class of 2013

Activities, Honors, and Organizations: The Alumni Society Member, Rensselaer Medal Award, National Hispanic Recognition Program