Joseph J. Bokan III

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EDUCATION

Fordham University, Gabelli School of Business   **New York, NY**
Master of Science in Business Analytics   August 2022 - August 2023
GPA: 3.9/4.0

Fordham University, Gabelli School of Business   **Bronx, NY**
Bachelor of Science in Information Systems   August 2018 - May 2022
GPA: 3.7/4.0
RELEVANT COURSEWORK: Advanced Python for Business | Database Systems | Data Mining for Business | Systems Analysis
ACTIVITIES: Fordham's Sports Analytics Society | Computer Science Society | Polish Club

EXPERIENCE

Michael Kors   **New York, NY**
Customer Data Analyst   October 2022 – Present
- Automate reporting and data cleansing processes with *Python*, enhancing productivity and data insight quality.
- Utilize *SQL* and *Snowflake* as primary tools to efficiently query and validate large datasets, ensuring data accuracy and integrity for critical business decisions.
- Actively collaborated with cross-functional teams to communicate data-driven insights, promoting transparency, and fostering a data-centric culture across departments for improved decision-making.

Radiate The World, Inc.   **New York, NY**
Data Science Intern   March 2022 – July 2022
- Utilize *MetaBase* and *SQL* to select, filter, and export results as needed for a given scenario
- Employ *Python* and data analysis packages to project user growth
- Support the product team with suggestions for new A/B tests, UX/UI improvements, and other app enhancements
- Work cross departmentally in a fast-paced, agile startup environment
- Assist the founders when troubleshooting results from updates to the mobile application

New York Football Giants   **East Rutherford, NJ**
Business Intelligence Intern   August 2021 – January 2022
- Assist the *Business Intelligence Department* with day-to-day needs, including drawing from objects from *Salesforce CRM system* and *Salesforce Marketing Cloud* portals to support business initiatives, dashboards, and measurement of KPIs for Service Team, Sales Team, Sponsorship, and Marketing organizations
- Write complex *SQL* scripts to automate, capture and manipulate *SQL Server* data from over five internal and external platforms to address business organization initiatives and needs: leverage *Tableau* to create simplified visualizations of large volumes of data measuring KPIs
- Utilize *Python* and *Excel* to clean, manipulate, transform, model, and visualize large datasets
- Perform research on analytics, pricing, sponsorship, and other critical business trends to support strategic business decisions
- Create modeling to assist with lead generation, lead scoring, and evaluation of sales and marketing campaigns

Anne's Washington Inn   **Saratoga Springs, NY**
Seasonal Assistant Manager   January 2016 - August 2021
- Leveraged *Eviivo* to analyze guest data and profit margins to inform marketing planning and pricing strategies for hotel rooms and event spaces
- Developed and executed social media campaigns targeting Millennials using *Google*, *Instagram,* and *Facebook* channels
- Managed interface with *Hotels.com* and *Airbnb* and monitored invoicing and payout process
- Assisted in the planning and execution of events for up to 150 guests

The Adirondack Trust Company   **Saratoga Springs, NY**
Branch Teller   May 2019 - August 2019
- Gained fluency in financial service product offerings: auto loans, checking and savings accounts, check deposits, wire initiations, and ACH to support customer service initiatives
- Identified fraudulent activity, including de-escalating an attempted robbery

SKILLS & INTERESTS

SKILLS: Python (Pandas, NumPy, Plotly), SQL, Tableau, Salesforce, MS Office (Excel, PowerPoint, Access), C++, and Git
INTERESTS: Formula 1, AI developments, Baseball, Golf, Electronic Music