

David Freitag

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EDUCATION

Baruch College, Zicklin School of Business

New York, NY

Master of Science in Information Systems, Data Analytics Concentration, GPA: 4.0

May 2021 (expected)

- Completed Coursework: Programming for Analytics (Python), Database Management, Systems Analysis and Design, Information Technology Strategy, Managerial Statistics
- Current Coursework: Data Warehousing and Analytics, Big Data Technologies, Data Mining for Business Analytics, Object Oriented Programming (C++), Information Systems Development and Project Management

University of Wisconsin-Milwaukee

Milwaukee, WI

Bachelor of Science in Secondary English Education, GPA: 3.89

May 2012

- Relevant Coursework: Intermediate Computer Programming (C++), Survey of Computer Science
- **Academic Honors:** Phi Beta Kappa, Honors College Graduate, *summa cum laude*

SELECTED PROJECTS

Forecasting Weather at New York City's LaGuardia Airport

- Built a model to forecast monthly average temperature at LaGuardia Airport using time series analysis
- Key techniques: REST APIs, seasonal ARIMA (SARIMA) model, hyperparameter optimization (grid search)
- Project accessible at: https://github.com/dkfreitag/forecasting_weather/blob/main/forecasting_weather.ipynb

PROFESSIONAL EXPERIENCE

DojoMojo

New York, NY

Senior Partnerships Specialist

September 2019 – July 2020

- Utilized data analysis functions including SQL and Excel pivot tables and visualizations to formulate implementation plans for new product features
- Collaborated frequently with the Product, Engineering, and Data Science teams to provide domain level knowledge to assist in design and implementation of new product features
- Managed and trained a team of three partnership marketing specialists including tracking, maintaining, and optimizing team KPIs
- Oversaw the Partnerships team strategy and execution of email lead acquisition campaigns benefitting 300+ licensed clients and 12+ enterprise clients
- Maintained all Partnerships Specialist responsibilities as a true player-coach

Partnerships Specialist

July 2018 – September 2019

- Designed, organized, and executed 100+ co-branded lead acquisition campaigns resulting in 500,000+ new email leads for both licensed and enterprise clients

Greendale Schools, Platteville Schools

Greendale, WI | Platteville, WI

High School English Teacher

September 2012 – June 2018

- Taught, coached, and mentored hundreds of young people from diverse backgrounds to become more effective readers, writers, speakers, and critical thinkers

TECHNOLOGY SKILLS

- **Programming Languages:** Python (NumPy, pandas, Matplotlib, Seaborn, Scikit-learn), R, C++, HTML5/CSS3
- **Database Management:** SQL, PostgreSQL databases, Google BigQuery
- **Data Visualization:** Tableau
- **Cloud Computing:** Amazon Web Services (AWS), Docker
- **Productivity:** Git/GitHub, Jira, Unix/Linux shell, Microsoft Excel
- **Additional quantitative/technical skills:** Probability/statistics, data cleaning and visualization, data mining, machine learning, time series analysis and forecasting techniques