

# Casey Smith

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## Education

California Polytechnic State University, San Luis Obispo (Cal Poly)  
Bachelor of Science in **Mathematics**  
Concentration: **Applied Mathematics**    Minor: **Data Science**

Expected December 2016

## Data Analytics Experience

### Marketing Analytics Intern

June - August 2016

Net Matrix Solutions - San Francisco, CA

- Utilized Google Analytics to track unique visitors and ad click through rates and increased site views from 37 to 1,933 in one month
- Provided a full overview of a business' current competitive position in social media
- Wrote a program in Python to test and tweak different page rank algorithms

### Student Data Warehouse Analyst (10-15 hours per week)

September 2015 – June 2016

Cal Poly - San Luis Obispo

- Worked with clients and university departments to create, edit, and enhance dashboards for data visualization to improve executive and department university decisions
- Performed QA to troubleshoot Oracle BI bugs and search for hotfixes in documentation
- Converted reports in BI Publisher to create responsive data dashboard

### Senior Project – Business Data Analytics

January - June 2016

- Developed a template and macro using VBA coding to generalize 13,200 lines of data
- Analyzed data using business requirements to visualize the data for actionable insights
- Presented findings to Cal Poly Mathematics and Statistics faculty and students

## Other Experience

### Mathematics Student Instructor

January - December 2015

Learn By Doing Lab – Cal Poly (10-12 hours per week)

- Worked closely with 20+ students to achieve a better understanding of various mathematical concepts
- Improved ability to communicate, plan, present and explain quantitative material and ideas

## Skills

Databases | SQL, Microsoft Access

Programming | C, Python, JavaScript, Matlab

Statistics | Excel, SAS

## Leadership & Involvement

### Philanthropy Chair & Member - Delta Tau Delta

October 2014 - Present

- Coordinated with local non-profits and other Greek organizations to plan fundraisers and service days for 15-60 volunteers. Raised \$1500 for Big Brothers of SLO County through a silent auction event

### Active Member, Data Science Club and Math Club

January 2015 - Present