

# Brianne Caplan

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<b>EDUCATION</b>	<b>University of Chicago</b> , The College, Chicago, IL Bachelor of Arts, <i>Near Eastern Languages and Civilizations</i> (3.7) Thesis: Education technology and its role in mitigating conflict in the middle east	June 2014
<b>EXPERIENCE</b>	<b>SwiftIQ</b> <i>Data Scientist</i> <ul style="list-style-type: none"><li>• Manage daily priorities and long-term strategic plans and objectives for the Data Operations group</li><li>• Lead the full onboarding process, including the architecture and maintenance of reliable ETL processes and data pipelines, data audits and database enhancements on a per client basis</li><li>• Automate daily Data Operations activities, such as automating daily data integrity alerts, developing predictive algorithms that enhance data cleansing and coverage, and automating onboarding data audit</li><li>• Design and implement advanced analytics projects, such as test and control using propensity score matching and mobile device matching using k-means clustering and random forest classification.</li><li>• Build SQL and Good Cloud workshops for the Analyst group, including building and maintaining a comprehensive SQL library for the aforementioned group.</li></ul> <i>Business Intelligence Analyst</i> <ul style="list-style-type: none"><li>• Served as the organization's only Analyst across all clients and produced case studies, insight decks and ad-hoc reports</li><li>• Analyzed customer data and streamlined key insights to Customer Success group</li><li>• Led all platform trainings and assisted customers with all analytical requests</li><li>• Developed strategic analytic projects for potential new clients in coordination with the internal Sales team</li></ul> <b>Starcom</b> <i>Senior Associate, Data &amp; Analytics</i> <ul style="list-style-type: none"><li>• Served as Project Manager for Kraft Heinz data lake, including leading all analysis, maintenance and data collection</li><li>• Analyzed large sets of data using HiveQL and Pig for the Kraft Heinz marketing and sales teams</li><li>• Led the relationship with the Kraft Heinz database managers in communicating necessary database changes for their approval</li><li>• Maintained the integrity of the Hadoop database and reported all issues to the database architect</li><li>• Led strategy for creating standardized reports measuring cross-channel media effectiveness</li></ul> <i>Associate, Media</i> <ul style="list-style-type: none"><li>• Performed monthly analysis of multi-million dollar Kraft Heinz shopper business in order to maintain budgetary goals and ensure strategic spend distribution between partners and media channels</li><li>• Consulted 30+ clients by presenting campaign recommendations based on business objectives and budgets</li><li>• Led weekly team meetings and manage regular communication between internal teams, creative agencies and external partners to ensure streamlined campaign planning process</li><li>• Built and managed over 50 programmatic campaigns to date for all shopper clients from audience. segmentation to campaign optimization via Starcom's in-house</li></ul>	Chicago, IL January 2018 to Present  January 2017 to January 2018  Chicago, IL June 2016 to December 2016  August 2014 to June 2016

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- programmatic solution
- Performed comprehensive data analysis to inform campaign optimization recommendations in order to reach performance KPI's and create client facing postmortem reports
- Drove efficiencies with every dollar spent on behalf of Kraft Heinz by monitoring partners for issues such as fraud, frequency and viewability

**BOARDS**

**Code Our Dreams**

Chicago, IL

*Founder & President*

May 2018 to Present

- Oversee strategic planning and lead the Board in developing long term goals
- Oversee volunteer program to maximize use of resources
- Spearhead networking efforts, securing three strategic partnerships with external organizations, including the Chicago Public School System and ChickTech
- Build curriculums and weekend/ after school programs for subjects including web development, iOS development, user experience and design, user testing, ideation and presentation skills.
- Teach programming to middle and high school students surrounding subjects mentioned in previous bullet point

**VOLUNTEER**

**GirlForward**

Chicago, IL

*Volunteer*

January 2016 to May 2018

- Mentor and tutor refugee high school girls in Chicago

**AWARDS**

**Greenlight Grant Winner**

August 2016

Publicis Media competition winner for building Pulse24, a machine learning solution for tracking and analyzing industry news in real-time

**SKILLS**

**PERSONAL:** Strong quantitative and critical thinking skills, Excellent communication, Dependable work ethic, Passion for all things tech

**APPLICATIONS:** Excel, PowerPoint

**CLOUD:** Google Cloud Platform

**DATABASES:** SQL (MySQL, Google Bigquery)

**LANGUAGES:** Python, Java, HTML, CSS, JavaScript, Swift