Brock Freeman

Dallas, Texas
brockfreeman7@gmail.com
8067900683

Summary

Motivated Data Analyst with 3+ years experience gathering valuable data for insights and reporting using analytical methods. I have a strong background in Business Intelligence and Data Science including a successful track record of high-level reports and dashboards. In 2018, co-founded a mobile and web application called Outserved, which specializes in custom geo-fence marketing and data mining for local businesses. Lover of food, traveling and SQL.

Experience

Digital Marketing Manager

Agrellus • Lubbock, Texas
03/2019 - 01/2020
Duties include Social Media Management, Content Creation, KPI measurement, Analytics and reporting. Generate monthly reports showing KPI progress and user retention. Increased social media traffic and engagement by 500%.

- Worked with E-commerce and operations managers to ensure consistency across all channels.

- Build robust marketing campaigns and ad strategies using Hootsuite Analytics to generate users and business clients.

- Promote original content across social media, increasing brand awareness and app activity.

Data Analyst / Data Engineer

Outserved / Local LBK • Lubbock, Texas
04/2020 - 01/2022
Process ingested data into visualization ready analytics. Duties include, assist core developer in the design of ETL processes including warehouse development and unit testing, Gathering, cleaning, and delivering valuable data to and from a variety of sources and presenting them in a readable way.

- Managed pipeline using Snowflake and DBT to verify transformation process is accurate and ready for analysis.

- Use Pandas and Python to clean and filter geofence logs into assigned buckets. This was to seperate test and real logs.

- Perform SQL queries and aggregate the data for visualization-ready analytics.

- Visualize the analysis and present to business clients via back-end portal. Increased business clients by 50% in 2020.

Skills

SQL, Python, Pandas, PostgreSQL, Node.js, Database Management, Machine Learning

Education

General Studies

Texas State University • San Marcos, Texas
12/2019
- Business Administration

Certificates

Fintech Bootcamp Certificate: Southern Methodist University

Projects

- Outserved Duration Analysis: [Outserved Duration Analysis](#)
- EV Sentiment Analysis: [Sentiment Trading](#)
- Outserved User Dashboard: [Outserved Dashboard](#)
- AAVE Borrowing & Lending Pool Analysis: [AAVE Lending Pool Analysis](#)
- Lil Nouns Breakdown: [Lil Nouns Trait Analysis](#) (Flipside Bounty Finalist)

Fintech Bootcamp Certificate: Southern Methodist University