

ZACHARY SIMS

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(678) 637-9036

EDUCATION

The University of Georgia - Athens, GA

Bachelor of Arts in Journalism, May 2016

Bachelor of Science in Statistics, May 2016

Majors – Digital & Broadcast Journalism, Statistics

Certificate Program - Sports Media

Dean's List, SEC Academic Honor Roll, CoSIDA Academic All-District, USTFCCCA All-Academic honors

Georgia Institute of Technology - Atlanta, GA

Master of Science in Analytics, Jan 2019-Dec 2022

PROFESSIONAL EXPERIENCE

Atlanta Journal-Constitution – Atlanta, GA

Advanced Analytics Developer, February 2022 – Present

- Built and automated ETL processes to land third-party data (Facebook, App Figures, Twitter, SplashThat, Megaphone, etc.) via APIs with AWS Lambda and Redshift
- Created Google Cloud Functions to assist in extracting data from Google Cloud Platform to Amazon Redshift tables
- Developed reporting and dashboards using Power BI to enable stakeholders to track performance in crucial business areas (podcasting, social media, etc.)
- Created a conversion model to identify the likelihood existing print subscribers would convert to a digital subscription or a reduced-delivery subscription

SpendHQ – Peachtree Corners, GA

Associate, Business Intelligence & Data Science, June 2021 – February 2022

- Modify and update Alteryx apps used to ingest and store client data from a variety of spend sources
- Create schemas to capture appropriate fields from client's data and accurately create calculated fields to be stored
- Access Alteryx's API via Python to kickoff jobs and provide appropriate questions for app payload
- Generate spend summaries to help clients visualize trends and high areas of spend in their data

Cox Media Group – Atlanta, GA

Senior Data Analyst, November 2017 – June 2021

- Conducted forecasting process for generating annual traffic goals for CMG Sites & Apps using Google BigQuery
- Used R to access vendor's API and capture data related to app downloads, usage, and store performance
- Built Tableau Dashboards around key operational goal areas including: Audio Streaming and Push Notifications
- Created classification model on Google Cloud to categorize Push Notification messages
- Identified new source of traffic for CMG content, which resulted in a monthly revenue increase of more than \$20,000

Turner Broadcasting System, Inc. – Atlanta, GA

Analyst TBS/TNT Strategic Research, October 2016 – November 2017

- Track show performance across linear and digital landscapes using various tools (Nielsen, Omniture, comScore)
- Forecast digital video performance across video Websites, Apps, On Demand, and OTT devices using R and Excel
- Build dashboards using R and Tableau to track daily performance of Original Series

Competitive Sports Analysis – Atlanta, GA

Analytics Intern, April 2016 – October 2016

RESEARCH AND SKILLS

Impact of Online Sentiment and Interest on Stock Price and Trading Volume, June 2021 – August 2021

- Pulled all comments containing my ticker symbols from r/wallstreetbets via Pushshift Reddit API for January - March 2020 & 2021
- Classified all comments as being positive or negative towards the respective stocks using a Naive Bayes Classifier for sentiment analysis
- Built regression model to quantify significance of relationship online sentiment & interest had on stock price change & trading volume

Skills: Python – R – SQL – Google Cloud – AWS – Tableau – PowerBI – Alteryx - Google Analytics - Adobe Analytics