ETHAN POSEY

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EDUCATION

Berry College **August 2021 – May 2025**
Bachelor of Science Data Analytics, Minor in Computer Science – GPA 3.4

Relevant coursework:
- **Data Analytics:** Business Analytics, Business Intelligence and Information Systems
- **Machine Learning & Data Science:** Data Management and Data Science, Machine Learning, Data Visualization
- **Programming:** Data Structures and Algorithms, Object-Oriented Program Design
- **Statistics and Research:** Business Statistics, Econometrics, Elementary Statistics

SKILLS

- **Programming:** Python, R, SQL, Golang, Java, Stata
- **Machine Learning and Data Science:** Scikit-Learn, TensorFlow, Keras, NLP, NumPy, Pandas, PyTorch
- **Data Analytics & Visualization:** Microsoft Power BI, Google Analytics, Salesforce Marketing Cloud, Tableau
- **Microsoft Tools:** Excel, Power BI, PowerPoint, SQL Server, Office Suite

DATA ANALYTICS EXPERIENCE

Berry College **Rome, GA**
Data Analyst for Digital Tactics **February 2024 – August 2024**
- Analyzed multi-year marketing, admissions, and email campaign data to extract KPIs such as click-through rate (CTR), click-to-open rate (CTOR), and bounce rate, identifying high- and low-performing campaigns
- Built interactive dashboards in Microsoft Power BI to visualize admissions funnel stages, campaign performance, and engagement trends, enhancing decision-making across departments
- Standardized data documentation and formatting practices across teams, streamlining integration and visualization workflows
- Created detailed Excel pivot tables to derive campaign-level KPIs, supporting strategic decisions on email targeting and content
- Collaborated cross-functionally with sub-departments to gather and visualize their data such as website data

PROJECTS

Senior Capstone Project – *Inventory Analysis for Local Business*
- Collaborated with a local business to uncover inventory and stock trends using real data from their EposNow POS system
- Extracted and cleaned raw data in Excel, defining key business questions and metrics to explore
- Designed interactive Power BI dashboards to visualize trends and patterns in sales, stock levels, and inventory turnover
- Delivered insights and recommendations to business stakeholders, informing restocking and purchasing strategies

Machine Learning – *Animal Image Classification Using CNNs*
- Developed and trained a Convolutional Neural Network (CNN) from scratch to classify images across 10 animal categories from the Animals-10 dataset
- Preprocessed 26,000+ images and applied techniques like normalization, dropout, and ReLU to reduce overfitting
- Evaluated model performance using PyTorch, achieving ~88% accuracy across all key metrics
- Explored model improvements with pre-trained architectures like ResNet50, EfficientNetB0, and MobileNetV2

Data Management & Data Science – *Breast Cancer Diagnosis Machine Learning Project*
- Developed multiple machine learning models to predict breast cancer diagnosis (malignant or benign) using the UCI Breast Cancer Wisconsin dataset
- Leveraged libraries such as Pandas, Scikit-Learn, Seaborn, NumPy, and Matplotlib for data preprocessing, visualization, and model training
- Implemented and fine-tuned multiple machine learning models (Logistic Regression, SVM, Decision Tree, Random Forest, KNN, Neural Network, Gradient Booster) using GridSearchCV for hyperparameter optimization

WORK EXPERIENCE

Berry College **Rome, GA**
Resident Assistant **May 2023 – May 2025**
- Planned and hosted hall programs for students to get to know one another in a safe environment
- Created eye-catching bulletin boards to display different campus-wide events, hall programs, important information, and important dates to be on students' radars
- Oversaw the well-being of the hall, including maintenance issues, conflict management, and sitting at the front desk to assist in any way possible, such as lockouts
- Assisted in supervising residents and responding to complaints, reports, requests, and emergencies