Jarrod Griffin | Resume

Student - Marketing Analytics

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Professional Summary

Analytical and results-driven professional with expertise in digital marketing, data analysis, and research. Proficient in R, Python, SPSS, and web analytics. Adept at transforming raw data into actionable insights, streamlining processes, and communicating findings to diverse stakeholders.

Technical Skills

- **Programming Languages:** R, Python, SQL

- **Web Technologies:** HTML, SCSS, Quarto, Hubspot, Google Analytics, CMS Platforms

Education

Master of Science, Digital Marketing - Singelyn Graduate School of Business- Cal Poly Pomona

2024 - Expected Graduation May 2026

Bachelor of Science, Computer Information Systems - College of Business Administration- Cal Poly Pomona

2018 - 2020

Work Experience

Associate Analyst - Robert D. Niehaus, Inc.

Mar. 2021 – Sept. 2024

- Collect and analyze data for military installations across the U.S. as part of the Housing Market Analysis (HMA) team.
- Compile and analyze rental and utility data for 300 military housing areas for the Basic Allowance for Housing (BAH) program.
- Support Tenant Satisfaction Surveys and Military Personnel Housing Surveys to assess housing quality and satisfaction.
- Develop and maintain R scripts to improve the efficiency and safety of data collection and analysis processes.
- Refactored Python scripts into R, ensuring seamless integration with existing R-based analytics workflows.
- Interact with clients to ensure data and analysis meet their specific needs and expectations.

Web Design and Media Analytics Team Lead - Center for Customer Insights and Digital Marketing

Aug. 2020 – Jan. 2021

- Led a website navigation redesign effort.
- Trained and mentored team members on web design, HTML/CSS, and the university's CMS.
- Introduced individual webpage and overall website tracking on the organization's website using Hubspot.
- Created and led a six-part workshop series demonstrating R programming, data wrangling, and data visualization to over 100 professionals, professors, and students.
- Recorded virtual R tutorials for use in graduate-level coursework.
- Proposed and implemented new additions and revisions for the organization's website.
- Determined KPIs and assessed goal achievement.