

Zachary Anders

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Education

Florida State University, Tallahassee, FL

Master of Science in Business Analytics

Expected May 2019

Bachelor of Science in Business Marketing - GPA 3.17

May 2018

Minor in Entrepreneurship

Skills

- Proficient in Python (Pandas, Numpy, Scikit Learn), SQL, R, Tableau, and SPSS

Relevant Coursework

- **Data Analytics and Mining for Business:** Use of decision tree models and support vector machines on large datasets to predict target values given predictive attributes (Python)
- **Data Management in Business Analytics:** Management of large datasets using SQL commands (SQL)
- **Marketing Analytics:** Marketing analytics techniques feeding into the strategic marketing process and business decision-making (R)
- **HR Analytics:** Theory and research regarding drivers of employee performance, retention, and engagement, as well as the critical HR metrics that are important for business outcomes (SPSS)

Professional Experience

Coconut Creek Auto Mall, Coconut Creek, FL

May 2017-August 2017

Automotive Wholesaler

- Assisted wholesale specialist in the buying and selling of 300+ vehicles
- Appraised used vehicles for resale and purchase for \$20,000 profit
- Maintained and strengthened relationships with vendors while negotiating for maximum profits

The Zimmerman Agency, Tallahassee, FL

September 2016-December 2016

Digital Analytics Intern

- Performed advertising trafficking for multiple campaigns, including Hard Rock All Inclusive Collection and Cooper Tires using DoubleClick Campaign Manager and Google AdWords
- Collaborated with interns to develop marketing strategies and plans for Hard Rock Hotels

Coconut Creek Auto Mall, Coconut Creek, FL

May 2016-August 2016

Management Intern

- Shadowed and assisted managers in the sales, service, finance, and administration departments
- Delivered 25 car deals from start to finish
- Managed CRM system to maintain and strengthen customer relations

Coconut Creek Auto Mall, Coconut Creek, FL

May 2014-August 2014

Sales Professional

- Greeted and showcased vehicles to customers
- Analyzed customer needs and requirements to recommend vehicle model
- Negotiated prices for \$25,000 total profit

Leadership

Alpha Kappa Psi

October 2015-Present

Vice President of Brotherhood Membership

- Lead 120 fraternity brothers to raise over \$30,000 for philanthropic organizations

Leukemia and Lymphoma Society

August 2016-Present

Light The Night Captain

- Guided group of 40+ students to surpass \$2,400 fundraising goal to support blood cancer research