Bryce Shay
bs14b@my.fsu.edu

EDUCATION

Master of Science in Business Analytics   Anticipated: April 2019
Florida State University

Bachelor of Science Marketing/Economics   April 2018
Florida State University
GPA: 3.64

Leadership Position (Treasurer)   August 2015-May 2017
Ribbons for a Cause
- Implemented and maintained a new process for accounting club revenues and expenses
- Earned funding from Florida State University's Student Government Association at a university Senate meeting
- Prioritized budget items by researching and evaluating third party vendor proposals

RELEVANT COURSEWORK
- Data Analytics and Mining for Business: use of decision tree models on large datasets to predict target values given predictive attributes (Python)
- Business Analytics: application of supervised learning techniques such as neural networks, linear regression, and classification models (Python)
- Forecasting, Revenue Management, and Pricing: predictive analytics through various programming models on big data (Python)
- Data Management in Business Analytics: management of large datasets using SQL commands (SQL)

TECHNOLOGY
- Proficient in Python and SQL
- Proficient Microsoft Office skills including MS Word, MS Excel, MS PowerPoint, and MS Outlook
- Experience with SPSS

EXPERIENCE
Graduate Assistant   May 2018 - Present
Florida State University
- Assisted in the creation of the Business Analytics, Information Systems, and Supply Chain Management advisory board
- Facilitated in the establishment of the Sports Analytics Club at FSU

Data Support Intern   May 2017 – January 2018
Hi-Tech System Associates
- Supported operational execution through managing data inputs on customer relationship management (CRM) tools
- Designed, developed, and implemented enterprise wide sales books
- Collaborated closely with leadership to develop the framework for a new support role
- Assisted the sales team by leading key aspects of new customer onboarding

Marketing Intern   May 2016 - December 2016
Big Brothers Big Sisters of the Big Bend
- Recruited sponsors for events that raised over $100,000 through face-to-face visits, phone calls, and emails
- Promoted sponsors through daily social media marketing campaigns
- Managed existing grant programs as well as secured funding for a $10,000 grant
- Created and presented marketing reports for sponsors during monthly visits