

# Jace Shawn Iverson

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## EDUCATION

### B.A. Management Information Systems

Dec 2019

Jon M. Huntsman School of Business, Utah State University

Logan, UT

- Member of BI Group, Association of Information Systems, & Volunteer Ambassador of BlueCrew
  - Group of select MIS students tasked to perform outside analytics for local companies
  - Advise, consult, and present to actual businesses on analytical findings within their data

## TECHNICAL SKILLS

Python (pandas)

SQL

Google Cloud API Suite

Excel

General API Skills

PowerBI

Tableau

Git

Slack/Slack Dev

Linux

## PROJECTS

### GSC to GBQ Data Pipeline

Jan 2021 - Present

- Connected Google Search Console API to Google Big Query for long-term storage
- Automated the ETL process of data pulling via API, cleaning/editing, and dumping data into GBQ
- Created tests, logs, and an automated email report for each script run
- Wrote self checks, that will attempt to fix an errant API pull automatically, and log the results

### Site Traffic Projections

Jan 2021 - Present

- Forecasted two years of expected organic traffic for a group of 6 client sites
- Created a Google Colab notebook that allows anyone to replicate the process
- These projections were influential in a \$1 million up sale for our client

### Google Trends Custom Extraction

Q2 2021

- Built a Google Colab notebook that extracts words from a Sheet, and outputs Google Trend Data
- Aggregated trend data to find meaningful insights about seasonality of queries
- Displayed the data in an interactive Google Data Studio dashboard grouped by category

### FHS Golf Analysis & Visualization

Sep 2021

- Analyzed scoring data to provide in depth statistics for a local high school golf team
- Provided coaches and players new ways to select golfers for each tournament throughout the season
- Visualized the data using Google Data Studio for quick readability and insights

## PROFESSIONAL EXPERIENCE (Should the past job descriptions be put in past tense?)

### SEO Analyst

Sep 2020 - Present

Terakeet

Syracuse, NY

- Plan, build, and maintain ETL pipeline storing billions of rows of data in Google Big Query (Cloud Storage)
- Forecast website traffic using historical traffic metrics
- Automate mundane processes saving the company over \$4,000 a month

### Solutions Team Analyst

Jan 2020 - Sep 2020

iFit Health and Fitness Inc. (Home Delivery Team)

Logan, UT

- Automated 50+ hours (on going) of work processes using Python, MSSQL, Google Sheet, and Tableau
- Created interactive dashboards to visualize data throughout the supply chain including KPIs

### Junior Data Analyst

Sep 2020 - Dec 2020

Mechanical and Aerospace Engineering Department at USU

Logan, UT

- Visualized 5 years of data for ABET accreditation in 2020 in Tableau and Excel
- Provided weekly work summary to ABET supervisor to prepare him for his meetings with the department head

### Network Operations Center Engineer Intern

May 2019-Aug 2019

The Church of Jesus Christ of Latter-Day Saints (Information and Communication Services)

Salt Lake City, UT

- Monitored global WAN comprising over 10,000 network devices, and 15 user-facing applications

### Licensed Property and Casualty Insurance Agent & IT Specialist

Aug 2016 - Dec 2019

The Insurance Center LLC (Independent Insurance Agency)

Ogden, UT

- Built and managed 6 company websites, 40+ company email addresses, and 15 VoIP phones
- Designed presentations tailored to our top clients and prospects and trained management on how to most effectively present data
- Team lead for a management software change taking place over 8 months