

Russ A. May

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SUMMARY OF QUALIFICATIONS

- Leadership
- Collaboration
- Customer Service
- Communication
- Event Planning
- Problem Solving
- Flexible
- Microsoft /Google Platforms

Education

Master of Science, Data Science May 2024
Central Connecticut State University, New Britain, CT

Bachelor of Science, Business Administration, Marketing May 2019
Central Connecticut State University, New Britain, CT
Awarded 2017 Distinguished University Leadership Award

Experience

Current Employer, City, St August 2017 – Present
Marketing Data Scientist

Work cross-functionally with marketing, product, engineering, and research teams to build and implement data science solutions

- Optimize models to measure and maximize marketing efficiency, as well as drive insights that can lead to new products and features
- Partner with the engineering team to build cutting-edge data science products, like real-time bidders
- Build time series, forecasting models to predict AR/VR growth and set the right growth goals develop frameworks to implement marketing attribution models

Former Employer, City, St January 2013 – July 2017
Marketing & Event Manager

- Trained 15-member team according to standardized procedures to ensure consistent, quality service and messaging at all our events
- Designed promotional materials and social media marketing campaign that aligned with new branding to build awareness and increase sales; saw a 30% boost in revenue over my four years
- Planned 20+ events a year to educate and entertain a varied audience of community members, staff, and company stakeholders; events included: Lunch & Learns, Chili Challenge, regional receptions, concerts featuring local bands, trivia nights, and comedy shows

Extracurriculars

Central Connecticut State University Computer Science Club 2018 – 2019
American Marketing Association, CCSU Chapter June 2018

Volunteerism

Relay for Life, New Britain CT 2018 – Present
New Britain Public Library Association, New Britain, CT 2017 – Present
4-H Education Center, Newington, CT 2016 – 2015