

# Joshua Geenen

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Chandler, AZ

## EDUCATION

**W. P. Carey School of Business**, Arizona State University

*Bachelor of Science, Economics*

May 2022  
Tempe, AZ

- Certificate: Social Science Research Methods
- Minor: Psychology
- Honors: Summa Cum Laude

## PROFESSIONAL EXPERIENCE

**Marketing Data Analyst**

*Pima Medical Institute*

February 2024 – Present  
Mesa, AZ

- Building and maintaining dashboards and data sources using Tableau, SQL, and Excel
- Performing ad hoc analyses to discover ways to boost lead volumes, conversion rates, and student outcomes
- Investigating business problems, drawing actionable insights, presenting findings to decision-makers at various levels
- Designing surveys and querying 3rd-party data to uncover and address trends in higher education

**Business Analyst**

*Liveops*

June 2022 – February 2024  
Remote

- Built and maintained 300+ charts and summary tables to visualize KPIs across dashboards in Power BI and DOMO
- Automated 10+ manual processes using Python scripts, saving hours each week and improving data quality
- Implemented ETL processes for over a dozen datasets using Amazon S3, Ascend.io, Snowflake, and Power BI
- Worked with decision-makers at various levels to draw actionable insights from data
- Managed large datasets with millions of records

**Undergraduate Research Assistant**

*Culture and Decision Science Network Lab, Arizona State University*

January 2022 – May 2022  
Tempe, AZ

- Visualized research data as violin plots and other charts using ggplot, tidy, and other R packages
- Recoded and cleaned Big Five personality survey data using Excel and R

**Undergraduate Teaching Assistant**

*W. P. Carey School of Business, Arizona State University*

August 2021 – March 2022  
Tempe, AZ

- Led office hours for 130+ students for a course on analyzing data using Tableau, Excel, and JMP Pro
- Graded 15+ assignments per student each semester and proctored in-class exams

**Business, Science, and Tech Reporter**

*The State Press, Arizona State University*

August 2020 – May 2021  
Tempe, AZ

- Researched three stories each week and pitched them at staff meetings
- Wrote nine articles about topics including COVID-19, entrepreneurship, and new medical technologies
- Interviewed dozens of ASU community members, such as researchers, professors, and students

**Management Assistant**

*Be Well Providers*

June 2020 – January 2021  
Remote

- Created a Google site to collect internal documents and distribute training materials for 50+ clinical staff
- Researched features and pricing to help determine the best electronic health record system for the company

## ADDITIONAL

- **Technical Skills:** Tableau, Microsoft Power BI ([project](#)), DOMO, SQL, Python, R ([project](#)), Microsoft Excel, data analytics, data visualization, data storytelling, data reporting, data cleaning, automation
- **Certifications & Training:** Power BI Masterclass (Udemy), The Ultimate MySQL Bootcamp (Udemy), Programming in Python (Meta), Introduction to Back-End Development (Meta), HTML Level 1 (Udemy), IRB – Social and Behavioral Research (CITI Program)
- **Leadership and volunteer experience:** Treasurer, *Student Economics Association at ASU*; Basketball Coach, *National Youth Sports*; Student Mentor, *Integrated Accessible Mentoring at ASU*
- **Personal Project:** [TheSavingsCalculator.com](http://TheSavingsCalculator.com) – Coded and published a financial calculator website to help people better understand their savings and retirement goals