Kory Heier

Statistician − Data Analyst

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EDUCATION

University of Nebraska - Lincoln Lincoln, NE
M.S. in Stastistics *Aug. 2019 – May 2021*
3.7 Cumulative GPA

South Dakota State University Brookings, SD
B.S. in Mathematics, minor in Statistics *Aug. 2015 – Dec. 2018*
Honors: Magna Cum Laude

SKILLS

Programming Skills: R/RStudio, SAS, Python, SQL, SMSS
Statistics: Statistical Methods, GLMM, Time Series, Econometrics, Nonparametric Methods, Machine Learning/Data Mining Methods including Principal Component, Factor Analysis, Discriminant Analysis, Clustering, Classification Trees, Regression Trees
Supplementary: Power BI, Tableau, Google Analytics, Databases, Salesforce Dashboards, Data Visualization, Data Modeling, Data Analysis, Agile, Microsoft Office, Data warehouse, Sharepoint, GitHub, R Markdown, R Shiny

RELATED EXPERIENCE

Statistical Cross-disciplinary Consulting & Collaboration Lab (SC3L) Jan. 2021 – May 2021
University of Nebraska - Lincoln *Lincoln, NE*
- Assisted six clients with experimental design, power analyses, summarizing data, data visualizations, and conducting statistical analyses for their graduate theses and manuscripts. Communicated statistical results via written reports and virtual/face to face meetings.

Graduate Teaching Assistant, Instructor of Record Aug. 2019 – May 2021
University of Nebraska - Lincoln *Lincoln, NE*
- Introduction to Statistics (3 Credit Hours) Spring 2020, Fall 2020, Spring 2021.

Advanced Analytics & Forecasting Internship Jun. 2020 – Aug. 2020
US Foods *Rosemont, IL*
- Internship program canceled due to COVID-19.

Marketing Data Analyst Internship Jan. 2019 – Aug. 2019
Daktronics *Brookings, SD*
- Analyzed Daktronics' marketing effectiveness across lead and opportunity generation, campaigns/tradeshows, social media platforms, product effectiveness, and salesperson tracking for market managers with data visualization and predictive analytics.
- Built a course recommender system for service technicians to reduce time on-site and their calling for assistance through the company Learning Center using Python.
- Built Microsoft Power BI reports, dashboards, and apps using data from various sources, such as SQL queries, google analytics, Salesforce, etc.

Trade Promotions Internship Jun. 2018 – Aug. 2018
Organic Valley *Cashton, WI*
- Used linear regression to calculate the "lift" on a product level for each vendor that Organic Valley sells to when promoting products based on price sensitivity and consumer reaction.
- Applied time series analysis in R on products and retailers to forecast optimal price points.
- Analyzed Organic Valley's promotion effectiveness by using R and excel pivot tables.

LEADERSHIP EXPERIENCE

Sustainability Council, President Aug. 2017 – Dec. 2018
South Dakota State University *Brookings, SD*
- Organized campus-wide sustainability events to facilitate conversations on how SDSU and Brookings can become more environmentally conscious.

The Big Event, Founder Aug. 2017 – Aug. 2018
South Dakota State University *Brookings, SD*
- "The Big Event" is a service project where the students of SDSU give back to Brookings' residents by volunteering at homes, schools, organizations, churches, etc.
- Duties included making connections and setting up meetings with city officials, campus officials, and club presidents to ensure a smooth running event.
- Directed "The Big Event" committee in orchestrating a four-hour event that brought more than 200 people together for a day of giving back to Brookings.