

Aidan T. Anderson

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Education

2019-2023 **GEORGIA INSTITUTE OF TECHNOLOGY** **ATLANTA, GA**
B.S. Industrial & Systems Engineering
Awarded Full-Cost Stamps President's Scholarship & Society of American Military Engineers Scholarship.
Undergraduate Consulting Club (Case Competition Director), Non-Profit Consulting Club (Team Leader), Duchesne Academy Travel Debate Team (Assistant Coach), Georgia Tech Club Rugby Team, Muay Thai Trainee, Dean's List.

Experience

08/19-Present **OMNILIFT** **ATLANTA, GA**
Business Strategy & Software Development Intern

- Authored 14-page market entry report for founder analyzing market conditions and competitor business models.
- Developed marketing attribution software identifying causal effects of omnichannel marketing campaigns.

06-08/2019 **COLUMBUS CONSOLIDATED GOVERNMENT** **COLUMBUS, GA**
Data Analytics Intern

- Analyzed data in Python to identify socioeconomic and geographic factors impeding local economic growth.
- Crafted strategy to close a regional skills gap, projected to generate \$35 in social benefit for every \$1 in costs.
- Presented 14-page, 7-pronged talent attraction & development strategy to city stakeholders.

06-07/2018 **EMORY NATIONAL DEBATE INSTITUTE** **ATLANTA, GA**
Coaching Fellow

- Orchestrated public summer camp teaching competitive debate to 75 local, low-income students.
- Led 18-person staff to build curriculum, coordinate media coverage, and secure \$2,000 financial sponsorship.

Projects

09/19-Present **ALPHA LABS** **ATLANTA, GA**
Co-Founder & Lead Developer

- Developed model to pair regions based on socio-economic factors to isolate the ROI of public sector initiatives.

2018-2019 **COLUMBUS HIGH SCHOOL** **COLUMBUS, GA**
Lead Website Developer

- Leveraged WordPress and Microsoft Azure to develop a website available at www.columbushighga.org.
- 3x increase in user traffic by following a data-driven iterative approach to aesthetic and performance modifications.

2016-2019 **BLUE HELL BREW COFFEE SHOP** **COLUMBUS, GA**
Founder & Manager

- 7x increase in revenues by employing a data-driven system to identify and price customer preferences.
- Built a \$5,000 annual revenue stream, donated profits to pay low-income student's standardized test fees.

Leadership

2016-Present **COLUMBUS URBAN DEBATE LEAGUE** **COLUMBUS, GA**
Director of Instruction

- Chartered 3 debate programs at low-income middle schools, while overseeing instruction for total 7 schools.
- 30% cost reduction by implementing digital tournament operations & 20-person volunteer coaching/judging staff.

2015-Present **COLUMBUS SCHOLARS** **COLUMBUS, GA**
Director of Tutorial Program & Communications

- Led expansion of mentorship program for assisting low-income scholars with personal & academic issues.
- 3x increase in student attendance by installing weekly communications between 97 parents and teachers.
- 100% increase in user traffic by refreshing site aesthetic and digitizing event registration processes.

Personal

3x Debate State Champion & ranked top-30 nationally. Captain of the 3rd ranked team of 653 in Wharton's International Investment Competition. Adept at analytical thinking, public speaking, conflict resolution, and agile collaboration. 12 combined certifications in Excel, Python, and R. Engaged in Mixed Martial Arts, Rugby, and Econophysics.