Anthony A. Inzinna

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PROFESSIONAL SUMMARY

M.S. Data Science candidate (4.0 GPA) with a unique background in digital marketing and operations. Specialized in applying Python and statistical modeling to solve business problems—from predicting employee attrition to optimizing web traffic. Proven ability to build end-to-end analytics pipelines, bridging the gap between raw data (SQL/BigQuery) and actionable strategy (Looker Studio). Seeking a role in Marketing Analytics or Behavioral Insights.

TECHNICAL SKILLS

- **Modeling & Stats:** Python (Pandas, Scikit-learn, Statsmodels), A/B Testing, Hypothesis Testing, XGBoost, Regression, Clustering.
- **Data Engineering:** SQL (BigQuery), Data Cleaning, Pipeline Automation.
- **Visualization:** Looker Studio, Power BI, Excel (Advanced Pivot Tables), Matplotlib.
- **Marketing Tech:** Google Analytics 4 (GA4), CRM Management, Digital Campaign Tracking.

DATA SCIENCE PROJECTS

Portfolio Analytics Pipeline (GA4, BigQuery, SQL, Looker Studio) *Built a custom "Recruiter Tracking System" to analyze traffic to personal portfolio.*

- Engineered an automated data pipeline extracting raw event logs from **Google Analytics 4** into **Google BigQuery**.
- Wrote complex **SQL** queries to clean data, filter bot traffic, and identify high-value visitors (e.g., recruiters from tech hubs).
- Designed a **Looker Studio** dashboard to visualize user journeys, differentiating between "Scanners" and "Deep Readers" to optimize site content.

Employee Attrition & Retention Model (Python, XGBoost, SHAP)

- Developed a predictive model to identify employees at risk of leaving, achieving higher accuracy by evolving from Logistic Regression to **XGBoost**.
- Implemented **SHAP (SHapley Additive exPlanations)** values to create "waterfall" charts, explaining *why* specific employees were flagged (e.g., Overtime > 10hrs + Low Tenure).
- Demonstrated how HR/Ops teams could use these insights to intervene proactively and reduce turnover costs.

Behavioral Impact Analysis: A/B Test Assessment (Python, Causal Inference)

- Analyzed experimental data to determine the causal effect of a marketing intervention on user conversion rates.
- Conducted statistical significance testing (t-tests/chi-square) to ensure results were not due to random chance.
- Delivered a final recommendation report focusing on "Practical Significance" vs. just "Statistical Significance" to guide business strategy.

PROFESSIONAL EXPERIENCE

RE/MAX Coastal Properties | *Digital Marketing Coordinator Nov 2020 – Dec 2021*

- Leveraged **Google Analytics** to track website user behavior, optimizing landing pages to increase lead capture efficiency.
- Analyzed campaign performance across Facebook Business Suite, delivering weekly data reports that directly influenced ad spend allocation.
- Managed CRM data integrity, ensuring accurate tracking of customer interactions and sales KPIs for the realtor team.

Inzinna Properties | *Operations Manager Jan 2023 – Mar 2024*

- Managed commercial property financial operations using QuickBooks and Excel, tracking payments and optimizing lease agreements.
- Analyzed tenant occupancy data to identify trends, significantly reducing vacancy periods through data-backed pricing adjustments.

Trulieve | *Inventory Manager Sep 2019 – Oct 2020*

- Maintained 100% inventory accuracy through rigorous auditing and Excel-based tracking systems.
- Led process improvement initiatives that streamlined warehouse operations and compliance reporting.

EDUCATION

Master of Science in Data Science *Belhaven University | Expected Graduation: May 2026 | GPA: 4.0*

Bachelor of Arts in Psychology (Minor in English) *University of Mississippi | 2017*