

# Michael Alexander

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## PROFESSIONAL EXPERIENCE

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### **comScore Inc.**

*Data Analyst*

**Reston, Virginia United States**

*July 2015- Present*

- Responsible for the production of monthly and weekly large scale data assets
- Developed new projection methodology for measuring mobile video audiences
- Extensive use of PostgreSQL, Pig, Python and other big data processing languages
- Designed automated QA processes to ensure data quality

### **Crossix Solutions Inc.**

*Marketing Data Analyst*

**New York, New York United States**

*July 2014- July 2015*

- Conducted extensive analysis projects measuring marketing impact of pharmaceutical marketing campaigns
- Designed and created custom client report deliverables
- Developed and implemented new analysis techniques involving extensive SQL development
- Managed and maintained client relationships

### **Fearless Media LLC**

*Digital media planning assistant*

**New York, New York United States**

*May 2013- January 2014*

- Conducted market research for new product launches
- Involved in acquiring new clients
- Assisted in planning for digital media campaigns

### **Altroglobe**

*Digital media strategy intern*

**Philadelphia, Pennsylvania United States**

*November 2012- May 2013*

- Created and managed social media presence for the Fox Chase Cancer Research Center
- Involved in fundraising and finding sponsors for grant funds

### **Seva Search Inc, SevaCall.com**

*Summer marketing intern*

**Potomac, Maryland United States**

*Summer 2012*

- Wrote blog content designed for SEO (Search Engine Optimization)
- Worked on design of database sorting algorithms

## EDUCATION

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### **LANGLEY HIGH SCHOOL**

*Advanced diploma, June 2010*

**Mclean, Virginia United States**

- GPA: 4.28, SAT scores: 800 Math, 800 Verbal, 780 Writing
- Awards/Honors: AP Scholar with distinction, National Merit Scholarship finalist

### **UNIVERSITY OF PENNSYLVANIA**

*Bachelor of Arts, Cum Laude, May 2014*

**Philadelphia, Pennsylvania United States**

- Major: Philosophy, Politics, and Economics (PPE), with a concentration in Choice and Behavior
- University Minor: Consumer Psychology (Through the Marketing Department of the Wharton School)
- GPA: 3.54, Distinction/Honors in PPE, BFS Merit Scholar

## ADDITIONAL SKILLS & RELEVANT EXPERIENCE

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- Proficient in SQL and Python as well as common stat programs (R,SAS, JMP, Stata)
- Research and consulting experience conducted through The Wharton School with Microsoft/Fearless Media/Hilton
- Leadership experience with the Boy Scouts of America, Eagle Scout and current Assistant Scout Master