

Ryan Lafferty

Data Specialist

I am an experienced business professional with 10+ years of expertise in marketing and management across various industries. Currently attaining a Masters in Computer and Information Sciences at Auckland University of Technology. I possess hands-on technical skills and practical knowledge of current data practices. Aspiring to transition into a Data Engineering / BI Engineering role.

PROFESSIONAL EXPERIENCE

Auckland Transport, Auckland

Junior Data Engineer / Analyst

March 2023 - Current

- Cleaned and merged plant retention data to predict retention periods for each plant, reducing waste and increasing market guarantee retention periods.
- Visualized seeding numbers against sales to reduce overproduction and update sales projections.

Superb Herb, Parakai, Auckland

Project Supervisor

March 2020 - March 2023

- Cleaned and merged plant retention data to predict retention periods for each plant, reducing waste and increasing market guarantee retention periods.
- Visualized seeding numbers against sales to reduce overproduction and update sales projections.

Suburban Solutions, Philadelphia, PA

Branch Manager

September 2015 - November 2019

- Managed all business functions including sales, marketing, HR, and production, effectively ensuring smooth operations.
- Achieved Top 3 Yelp ranking in the area and maintained a 98% customer referral rate, indicating high customer satisfaction.

EDUCATION

Auckland University of Technology

Masters of Computer and Information Sciences

Expected Graduation May 2025

Relevant Coursework: Cloud Computing | Data Warehouse | Big Data | Text Mining | Blockchain

The Pennsylvania State University

Bachelor of Business Administration

August 2012 - May 2014

Relevant Coursework: Project Management | Supply Chain Management | Corporate Finance | Marketing

CONTACT INFO:

Red Beach, Auckland, NZ

021-117-9764

Lafferty.Ryan10@gmail.com

[Github](#) | [LinkedIn](#) | [Portfolio](#)

PROFESSIONAL CERTIFICATIONS

Certificate in Data Science / AI

Institute of Data, New Zealand

Auckland University of Technology Accredited

Feb 2023 - May 2023

Capstone Project: Landcover Segmentation of Landsat Satellite Imagery

Key modules covered:

- Supervised Machine Learning
- Unsupervised Machine Learning
- Model Building and Deployment
- Cloud Services and Deployment

Certificate in Software Engineering

Montgomery County Community College, Blue Bell, Pennsylvania

September 2021 - December 2022

Key Concepts:

- Object Oriented Programming
- Java | C++ | HTML | CSS
- Data Structure and Algorithms
- Web Design and Development

TECHNICAL SKILLS

Python | R Programming | SQL

Data Visualization | Power BI

Statistics | Machine Learning

Geospatial Analysis

Power BI | Tableau

Snowflake | AWS | Postgres

SOFT SKILLS

Emotional Intelligence

Problem Solving

Growth Mindset

Communication