

# Thomas Jeffrey Berdahl

## BUSINESS INTELLIGENCE PROFESSIONAL

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Allentown, PA

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### KEY COMPETENCIES

- **Data Science:**
    - Predictive Modeling (Decision trees, Regression, Neural Networks)
    - Statistical Analysis
    - Data Mining Techniques (Itemset mining, clustering, text mining).
  - **Data Visualization & BI Tools:**
    - Excel, Power BI, Tableau.
  - **Programming:**
    - Python (Pandas, NumPy, Matplotlib, Sklearn), SQL, R
  - **Database Management & ETL:**
    - SQL (MySQL, PostgreSQL)
    - Data Warehousing
    - Hadoop (HDFS, MapReduce, Apache Hive, Apache Pig),
    - ETL Processes
  - **Marketing:**
    - Data-Driven Marketing
    - Email + SMS, Segmentation
    - Graphic Design (Adobe Suite).
  - **Problem Solving & Detail Oriented**
  - **Communication & Leadership**
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### PROFESSIONAL EXPERIENCE

**Soltech** - Bethlehem, PA

**May 2022 - Present**

#### Marketing Data Analyst & Customer Retention Specialist

- Created dynamic dashboards to track and optimize company performance
- Conducted on-demand data analyses to answer critical business questions and provide actionable insights
- Led data-driven research initiatives to refine customer understanding and enhance business practices.
- Established and implemented business intelligence techniques to improve profitability, effectively communicating findings to executives.
- Enhanced B2C email & SMS communications for increased customer retention and conversion (114x ROI).
- Contributed to the successful launch of new products.
- Created visually impactful media content for diverse marketing channels in line with brand standards.
- Designed product packaging to reflect brand identity and enhance the customer experience.
- Restructured the loyalty program using data-driven strategies to boost Average Order Value (AOV) and Customer Lifetime Value (CLV).
- Played a pivotal role in developing and maintaining the e-commerce website, optimizing design for higher conversion rates.

**Soltech** - Bethlehem, PA

**Dec 2020 - May 2022**

#### Technician/Logistics Assistant/Marketing Intern

- Carefully crafted company product & supported Logistics Manager with shipping operations.
  - Contributed to marketing operations as needed.
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### EDUCATION & CERTIFICATIONS

#### Penn State University

Masters of Professional Studies in Data Analytics  
Graduated May 2024

#### Bloomsburg University (AACSB Accredited)

B.S.B.A of Marketing  
Graduated May 2022

#### Klaviyo Product Certificate

Marketing Automation SaaS for Email + SMS

### ACADEMIC & PERSONAL PROJECTS

#### Data Analytics Capstone Project

Utilized Random Forest modeling to predict accident severity, enhancing public safety outreach initiatives in the United States.

#### Data-Driven Decision-Making Term Project

Analyzed zip code demographics and transactional data to forecast product demand for e-commerce, utilizing Python decision tree modeling.