

Thomas Jeffrey Berdahl

BUSINESS INTELLIGENCE PROFESSIONAL

+484-809-1844 · thomasjberdahl@gmail.com · tommyberdahl.com · LinkedIn: [@ThomasBerdahl](https://www.linkedin.com/in/ThomasBerdahl)
Allentown, PA

SUMMARY

Motivated and data-driven business intelligence professional & master's graduate actively contributing to BI operations by integrating academic knowledge with practical experience gained from concurrent work in business. Eager to deepen expertise and excel in data-driven environments. Dedicated to leveraging insights for strategic decision-making and driving organizational success.

KEY COMPETENCIES

- **Data Science:** Predictive Modeling (Decision trees, Regression, Neural Networks), Statistical Analysis, Data Mining Techniques (Itemset mining, clustering, text mining).
- **Programming Languages:** Python (Pandas, NumPy, Matplotlib, Sklearn), SQL, R, HTML5 & CSS (Web Design).
- **Database Management:** SQL (MySQL, PostgreSQL), Data Warehousing, Hadoop (HDFS, MapReduce, Apache Hive, Apache Pig).
- **Marketing:** Data-Driven Marketing, Email + SMS, Segmentation, Graphic Design (Adobe Suite).
- **Problem Solving & Detail Oriented**
- **Communication & Leadership**

PROFESSIONAL EXPERIENCE

Soltech - Bethlehem, PA

May 2022 - Present

Customer Retention & Data Analytics Specialist

- Enhanced B2C email & SMS communications for increased customer retention and conversion (114x ROI).
- Established and implemented business intelligence techniques to improve profitability, effectively communicating findings to executives.
- Conducted data-driven research to refine customer understanding and improve business practices.
- 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).
- Designed interactive dashboards to track and optimize company performance.
- Collaborated in overseeing company inventory to ensure operational efficiency and accuracy.
- 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.

EDUCATION & CERTIFICATIONS

Penn State University

Masters of Professional Studies in Data Analytics
Graduated May 2024

Bloomsburg University (AACSB Accredited)

August 2018 - May 2022
Cumulative GPA: 3.37 (3.46 in Major)

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.