

# Blake Smith

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## EDUCATION

University of Northern Iowa, B.S. in Computer Science, GPA: 3.52 / 4.0

Aug 2021 - May 2025

**Relevant Coursework:** Database Management, Information Systems, Business Intelligence, Business Statistics, Machine Learning

**Member:** Computer Science Club, Student Government

## TECHNICAL SKILLS

**Programming Languages:** Python, SQL, SAS, Java, Bash

**Frameworks & Tools:** Excel, Tableau, Power BI, Azure, DataBricks, AWS, Jupyter, Git, BigQuery, Snowflake, Airflow, REST APIs

## WORK EXPERIENCES

University of Northern Iowa

Cedar Falls, IA

Support Specialist | Excel, Azure, Git, Powershell, Slack

August 2022 - December 2024

- Resolved hardware, software, and network issues across campus by providing responsive front-line tech support, **reducing classroom downtime by 15%**.
- Diagnosed and documented lab and classroom technology issues, using tools like **Azure Active Directory** and **remote desktop platforms** to restore functionality efficiently.
- Managed and escalated 150+ support tickets using **Git** and **internal issue tracking systems**, maintaining service logs and improving resolution time through pattern recognition and technical documentation.

## PROJECTS

Los Angeles Website Usage & Traffic Analysis | Excel, SQL, Tableau

February 2025 – March 2025

- Analyzed **8M+ web traffic records** from lacity.gov (2014–2019) using **SQL** and **Tableau**, identifying key trends in user behavior across device types and time periods.
- Found mobile users had a **+6% higher bounce rate** and **46% traffic share** during the 2017 wildfires, prompting UX and emergency communication improvements.
- Revealed post-2017 traffic declines and higher weekday engagement, informing recommendations for content scheduling and user re-engagement via surveys.

Massachusetts General Hospital KPI Dashboard | Excel, SQL, AWS S3

November 2024 – December 2024

- Built an **Excel-based KPI dashboard** analyzing **28K+ patient records** from 2011–2022 to assess hospital performance across admissions, readmissions, and costs.
- Discovered a **65% drop in readmissions** during COVID-19 and a **4.8x increase in admission costs**, highlighting operational inefficiencies.
- Identified disparities in cost and insurance coverage, leading to recommendations for improving patient throughput and financial support programs.

UFood Marketing Data Analysis | Python, SQL, Tableau, AWS Glue

April 2025 – May 2025

- Cleaned and segmented **2.2K customer** records using **SQL** and **Python** to analyze spend patterns and campaign engagement across catalog, web, and in-store channels.
- Identified a high-value customer group **spending 43% more** than others and uncovered that catalog users accepted the most campaigns, while in-store had the highest revenue.
- Developed a marketing plan to optimize campaign targeting and ROI, including re-engagement strategies for responsive yet under-monetized segments.

## LEADERSHIP

Computer Science Club

Cedar Falls, IA

Treasurer of Computer Science Club

August 2024 – May 2025

- Managed an annual budget for the Computer Science Club, optimizing spending across events, competitions, and guest speakers while maintaining full financial transparency.
- Increased club funding by 30% by coordinating successful fundraising initiatives and securing departmental sponsorships for hackathons and tech meetups.