

## **RACHEL A. BUDDERBERG**

San Francisco, California • rachel@rabeconsultancy.com

### **SUMMARY OF QUALIFICATIONS**

- Results oriented data analyst with 10+ years experience using SAS on various platforms to clean, model, and summarize large volumes of data to inform business decisions.
- Accomplished communicator who translates analytical findings into strategic recommendations with ease and clarity in writing and speech to diverse audiences.

### **PROFESSIONAL EXPERIENCE**

#### **Research Assistant (01/2016 – present)**

*University of California, San Francisco, California*

- Clean and analyze Flight Attendant Medical Research Institute survey and clinical data using SAS to determine impact of second-hand smoke exposure on reproductive health
- Prepare research summaries on cardiac testing and high risk devices for lay and professional audiences

#### **Marketing Consultant and Relationship Coach (04/2010 – present)**

*RABe Consultancy, San Francisco, California*

- Create and facilitate science-based experiential workshops to empower people to create relationships as unique as they are
- Guide individuals to design thriving connections through combining permaculture, psychology, and neurobiology into a powerful methodology
- Turn lessons from dance into tidbits of life wisdom and share empowerment nuggets on blog at [yourlifeisagarden.com](http://yourlifeisagarden.com)
- Provide strategic and data-based guidance to next economy organizations and sole proprietors to improve marketing results
- Generate and execute targeted e-marketing campaigns using ConstantContact and MailChimp
- Increased workshop attendance by 100% through focused marketing efforts
- Maintain and update websites ensuring effective customer reach using HTML and WordPress

#### **Risk Management Consultant (05/2006 – 04/2010)**

*Wells Fargo Bank, San Francisco, California*

- Managed fraud risk models for consumer demand deposit accounts
- Coordinated planning, testing, and implementation of fraud strategies for integrated markets based on analyses executed in SAS and summarized in Excel
- Supervised development and implementation for out-of-pattern fraud model suite using SAS on Mainframe retrieving data stored in Teradata
- Created and presented monthly upper management updates on performance of fraud risk models
- Analyzed impact of system changes on loss and revenue due to adjustments of overdraft model
- Presented analysis on drivers of increase in year-over-year losses to senior management
- Prepared analysis of potential predictors of losses from other lines of business

#### **Sr. Marketing Specialist (01/2005 – 05/2006)**

*Washington Mutual Card Services (formerly Provident Financial), San Francisco, California*

- Administered monthly targeting plan for direct mail campaigns across three direct marketing channels: National pre-screen and invitation-to-apply, as well as co-branded credit card offers
- Provided strategic recommendations that guide upper management decisions for over 30 million direct mail credit card solicitations
- Aligned audit process targeting process with internal standards using SAS and Excel Visual Basic by streamlining forecasting process eliminating error

#### **Analytic Science Lead (12/2001 – 12/2004)**

*Fair Isaac Corporation, Oakbrook Terrace, Illinois*

- Designed and managed marketing research and modeling projects, including primary and secondary research, direct mail campaign analyses, and profiling studies

- Supervised quantitative vendor relationship for B2B marketing research project
- Utilized proprietary software to build direct mail response model for major investment company
- Developed attrition model for online investment broker
- Contrasted groups of vacation club prospects using U.S. Census demographics to uncover new marketing opportunities
- Profiled and segmented customers of major money transfer company and multi-channel retailer
- Wrote training material for project specific adoption of new analysis software
- Improved SAS programs for efficient processing of large client databases given resource constraints on different platforms (Windows PC, UNIX, and MVS)
- Provided internal consulting to improve processing speed of SAS programs

### **ADDITIONAL EMPLOYMENT**

**Consultant** (4/2000 – 12/2001), *Nykamp Consulting Group, Downers Grove, Illinois*  
**Forecasting Analyst** (7/1997 – 4/2000), *Perseco, Downers Grove, Illinois*

### **VOLUNTEER WORK**

- Lead volunteer, Graze the Roof, June 2012 – January 2013
- Intern, San Francisco Landscapes, July – December 2012
- Intern, LIFT Business Consulting, May - July 2012
- Conflict resolution consultant, Hayes Valley Farm, 2010 - 2011
- Board Member, Alternatives to Marriage Project ([www.unmarried.org](http://www.unmarried.org)): 2008 - 2010

### **TECHNICAL SKILLS**

- Social media marketing tools: Facebook, Twitter, MailChimp, Constant Contact, and WordPress
- MS Office: Word, Excel, PowerPoint
- SAS on Mainframe, Unix, and PC and R on Mac
- Data retrieval and manipulation using SQL from Teradata and Oracle data warehouses

### **EDUCATION**

#### **Data Science Specialization** (2015)

Johns Hopkins Bloomberg School of Public Health (via Coursera)

- The Data Scientist's Toolbox (Grade: 100% with distinction)
- R Programming (Grade: 100% with distinction)
- Getting and Cleaning Data (Grade: 100% with distinction)
- Statistical Reasoning for Public Health 1: Estimation, Inference, & Interpretation (Grade: 93.8%)

#### **Master of Arts in Philosophy** (12/2011)

San Francisco State University, San Francisco, California

Masters Thesis "Overcoming Stereotypes Against Singles"

- Received Graduate Student Award for Distinguished Achievement, 2012
- Integrated secondary research into philosophical model of belief development and presented paper at peer-reviewed conference
- Synthesized psychological research with neurobiology and design science to present philosophical strategy for counteracting stereotype development in masters thesis

#### **Master of Science in Marketing Research** (5/1997)

University of Wisconsin, Madison, Wisconsin

Awarded A.C. Nielsen Center for Marketing Research Scholarship, 1994-1997

#### **Bachelor of Arts in Economics** (8/1994)

Indiana University, Bloomington, Indiana

Honors Thesis "The Economics of Domestic Violence" in *The Undergraduate Scholar* Vol 3, Fall 1995

Minor in Mathematics