

# C. Douglas Marcum

## CONTACT

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☎ 317.828.7699  
🏠 Indianapolis, IN

## PROFILE

Curious business and people analytics professional dedicated to creating a bridge between data scientists and stakeholders to develop data-driven solutions. Skilled at research, data modeling, machine learning, and storytelling via visualizations.

## EDUCATION

**Master of Science in Data Science** GPA 4.00  
Bellevue University Bellevue, NE Mar 2021  
**Coursework included:** Applied Statistics, Data Exploration and Analysis, Data Preparation, Data Mining, Predictive Analytics, Data Presentation and Visualization, and Big Data

**Bachelor of Science in Political Science and Sociology**  
Ball State University Muncie, IN Jun 2000

## CERTIFICATIONS

Data Scientist with Python - DataCamp  
[Certificate](#) - Dec 2020  
Python for Everybody - University of Michigan / Coursera  
[Certificate](#) - Jul 2019  
Customer Analytics - University of Pennsylvania / Coursera  
[Certificate](#) - Jun 2019  
IBM Data Science Professional - IBM / Coursera  
[Certificate](#) - May 2019

## DATA AND MODELING SKILLS

**Data Exploration, Extraction, Wrangling**  
**Machine Learning:** Supervised, Unsupervised, Reinforcement, Clustering, Deep Learning  
**Statistical Analysis:** Hypothesis and A/B Testing, Descriptive and Inferential Statistics

## TECHNICAL SKILLS

**Languages:** Python, SQL, R  
**Data Analysis and Wrangling:** NumPy, Pandas, Excel, dplyr, tidy  
**Data Visualization:** Tableau, Matplotlib, Seaborn, Plotly, Folium, ggplot2  
**ML Frameworks:** Scikit-Learn, TensorFlow, Keras, PyTorch  
**Tools:** GitHub, PyCharm, Jupyter Notebook, MS Office Suite  
**Big Data Technologies:** Snowflake  
**(limited):** Hadoop, Spark, PySpark  
**ATS/CRM:** Greenhouse, Compas, Avionte, Sendouts, UlitPro Salesforce

## BUSINESS SKILLS

Effective Communication and Deadline Management  
Leadership and Stakeholder Management  
Project Management and Oversight  
Talent Acquisition Background - Technical and Executive  
Devoted Continuous Learning

## DATA ANALYSIS & DATE SCIENCE SAMPLE PROJECTS | [GitHub](#)

- Breast Cancer Analysis and Prediction | [GitHub](#)
- NBA MVP Predictor | [GitHub](#)
- IBM Data Science Capstone Project | [GitHub](#)
- Tableau Reporting Samples | [GitHub](#)

## EXPERIENCE

**Angi** Indianapolis, IN May 2021 – Present  
**Talent Acquisition Data Analyst**

Sole analyst tasked with people analytics pertaining to talent acquisition for all sales and corporate positions.

- Coordinate with VP of Talent Acquisition and additional stakeholders to evaluate recruiting metrics, sourcing data, employee retention, applicant survey data, and financial analysis to produce actionable insights and in-depth trend analysis.
- Creation of automated reporting and dashboards in Tableau through complex SQL queries via Snowflake connections to migrate away from spreadsheet dependency.
- Established data governance for applicant data capture, in addition to providing Greenhouse administrative assistance.
- Coordinate with People Operations and People Analytics teams to provide forecasting across multiple verticals.

**DMT Solutions Group Inc** Indianapolis, IN May 2012 – Feb 2021  
**Director**

Principal of boutique talent acquisition and consulting services firm leading a team of six.

- Weekly data mining to uncover and recognize patterns in candidate database and hiring patterns of current and potential clients.
- Established data collection rules to capture a complete understanding of both applicants and clients.
- Created interactive dashboards (Tableau, Excel), KPIs, and metrics to capture trending data increasing revenue by 87%.

**Pinnacle Partners** Indianapolis, IN Jun 2006 – May 2012  
**Recruiting Manager** Jun 2010 – May 2012

Promoted to RM and refined strategies and procedures for a cross-functional team of seven, accomplishing \$4.7 million in annual revenue.

- 125% of the 2011 profit goal and 105% of the 2010 profit goal.
- Developed detailed reporting and KPI tracking tools designed to increase production by 50%.

**Sr. Technical Recruiter** Jun 2006 – Jun 2010  
Led IT recruiters in profitability and placements (2008, 2009, 2010).

**Robert Half Technology** Northbrook, IL Mar 2005 – Jun 2006  
**Technology Recruiting Manager**

Recruited to partner in reestablishing the Northern Illinois territory, and recognized as a top finalist in the national "Rookie of the Year 2005".

**New Horizons CLC** Chicago, IL Mar 2004 – Mar 2005  
**Director of Continuing Education**

Directed a team of six, generating \$3.1 million in annual revenue.

- Designed activity dashboard, enabling complete monthly sales analysis, lead tracking, and trending data collection.