

Parkland, FL

Highly adaptable analytics and automation professional who builds models, reporting systems, and operational workflows across marketing, credit, and collision-repair operations.

Recent work includes AI-based estimation, workflow integration, and web intake improvements that brought automation and efficiency into day-to-day operations.

Recent Contract Experience

Technical Consultant (Contract), Collision Champs (Jan 2026 - May 2026)

- Designed and independently built an in-house AI estimator for collision-repair digital leads, defining the prompt and output structure to generate usable repair summaries and estimate guidance from customer-submitted photos. (collisionchamps.com & donnysautobody.com)
- Led the evaluation of Tractable.ai, negotiated terms, and drove the integration into the estimation workflow, including authenticating, callback handling, fallback logic, and CRM delivery.
- Leveraged AI-assisted development to expand beyond a traditional analytics scope into web and product implementation, delivering intake-quality controls such as duplicate-photo prevention, vehicle/context validation, and stronger photo submission standards.
- Connected website intake, estimation outputs, and GoHighLevel CRM workflows so the process could be used within day-to-day sales and operations.

AI leverage

Independent Research & Family Care (Jun 2021 – Dec 2025)

- Primary family caregiver during a planned career break
- Managed a self-directed digital-asset portfolio and conducted independent research on macro trends, Ethereum/DeFi protocols, staking, stablecoin market structure, and protocol/security risk
- Continued technical development by deploying and maintaining self-hosted solutions for file management, messaging, password management, and related services

Renewal

Previous Work Experience

Senior Modeler, Wells Fargo (Feb 2020 - May 2021)

- Built and documented a high-performing BASEL loss forecasting model in a restrictive regulatory banking environment. Model met peak performance allowable without audit. \$1B in benefit over existing EAD model over 5 years.

Regulated modeling work

Senior Data Scientist, CoreLogic, Alternative Lending & Rental Property Screening (Oct 2016 - Nov 2019)

- Developed production alternative lending credit models (for Payday and for Installment loans) via logistic regression using alternative credit attributes (Teletrack) and their derivatives (Python/SAS)
- Maintained sensitive consumer data files in a HDFS (Hadoop) FCRA compliant environment
- Primary contributor to CoreLogic's recent 2019 RAR Report, for which I received media training
- 421k impressions on social media, 6k landing page views, 196 Report downloads, 1 TV Broadcast & over 150 "print" syndications: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#)
 - Responded to media requests with the support of our media/PR partners at INK Communications

Media impact

Statistical Analytics Manager, JCPenney, Customer Strategy (.com) (May 2013 – May 2016)

- Produced independent holiday divisional forecasts for the CMO and built a weekly JCPenney.com demand forecast using Holt-Winters; achieved ~9.5% MAPE.
- Reduced .com executive Weekly Business Review production time from 5 hours to 15 minutes, saving ~247 hours annually and improving on-time Monday 9 a.m. delivery.
- Automated Black Friday-through-Cyber Monday reporting from every 4 hours to hourly, giving executives near-real-time visibility into site performance, cart abandonment, and forecast variance, with optional SMS updates.

Forecasting & Automation

Parkland, FL

- Management Experience
- Analytics Manager I (VP), Citi, Decision Management Group (June 2011 – April 2012)**
- Managed 1 person offshore to help deliver our compliance and ad hoc deliverables
 - Implemented UNIX shell scripting to handle large and segmented data file processing
 - Performed fundamental analysis on marketing campaign performance and a monthly rolled-up portfolio view
- Communicating challenging subjects to an untrained group
- From **Tutor** to **Lecturer** at **University of North Texas** (Sept 2008 – June 2011)
- Composed and presented lectures for fundamental economics courses (3 sections, Class size: 45-50)
 - Course material included: price elasticity, market efficiency, international trade, perfect competition, monopoly
 - Comprehensive Final Exam average >80 first semester (highest in department that semester)
- Entry-level analytics
- Analyst, Javelin Direct, Marketing Analytics (Jan 2007 – Aug 2008)**
- Direct mail marketing performance analytics for AT&T

Education

University of North Texas

- Economic depth with focus on Finance
- Master of Science, Interdisciplinary Studies: **Economics, Finance, and Decision Science** (2008 – 2012)
 - ◆ One-year Independent study with long-time Wall Street Bond Trader
 - ◆ Focused on: Efficient Market Hypothesis
 - ◆ Economics Tutor and Teaching Fellow (Lecturer)

University of North Texas

- Time Series
- Bachelor of Science, **Economics** (2000 – 2006)
 - ◆ Built predictive (ARIMA) model for UNT's fall enrollment; model performed well for several years without any refreshed data.