

GEOFFREY CARLOS DEAN

(919)-593-7068

dean.geoffrey@gmail.com

Linkedin.com/in/geoffrey-dean

Twitter: @geoffreycdean

EDUCATION

University of Missouri '24

BS Statistics | BJ Strategic Communication

Georgia Institute of Technology '26

MS Analytics

SKILLS

Programming/Languages: Python, R, SQL, PySpark, ML

Flow, Scikit-Learn, XGBoost

SKILLS (cont.)

Platforms: Databricks, Snowflake, Microsoft Azure, SAS, Tableau, Excel

Core Competencies: Data Engineering (ETL, Pipeline Construction), Machine Learning, Advanced Analytics, Data Analysis, Data Visualization, Agile Methodologies

EXPERIENCE

Various Candidates, Advanced Analytics and Data Science Volunteer, April 2025-Present

Working with nine campaigns across the country from city council up to congressional campaigns providing data science and other advanced analytics insights to help set strategy both electorally and with fundraising. Leveraging Python and its various packages to provide comprehensive reports outlining step by step strategies to win tough races. This includes summary demographic information, helping candidates and their campaigns to better understand their district, simulations to demonstrate how various points of emphasis may shape the race. This also includes targeted strategies for both fundraising, providing lists of hundreds of scored leads for fundraising outreach, along with precinct level scoring using clustering analysis to better allocate human and financial resources.

AT&T, Senior Data/AI Engineer - Data Insights Team, June 2025-Present

Responsible for constructing and automating ETL data pipelines to drive AT&T Business data insights and reporting. Maintain and develop data science models to predict customer churn, score potential business prospects, and identify cross-selling opportunities for AT&T's Business offerings. Utilize big data technologies such as Spark, Databricks, and Snowflake, alongside Python and SQL, to build scalable and efficient data processing solutions. Collaborate with cross-functional teams to translate business needs into actionable technical solutions that support data-driven decision-making.

AT&T, Technology Development Program - Data Analyst I, July 2024-May 2025

Utilizing Python, PySpark, and SQL to construct Databricks ETL workflows and monitor the pipeline jobs that serve pricing business functions. Projects include creating pipelines to create view updates that are automated to improve monitoring of contract progress and track fulfillment of orders over time, and other views to keep up to date views on transactional data for external clients. Additionally, contributed to projects using lookalike predictive modeling techniques to better market services to potential customers based on channels and contact methods.

AT&T, Technology Development Program Intern – Data Analyst, June 2023-August 2023

Developed models to forecast agent attrition at call centers using Snowflake, Python, H2O Driverless, Databricks, and SQL. These models were able to better help the company allocate their resources and onboard the requisite number of agents to ensure all centers are staffed accordingly. The results of this model would help save the company millions of dollars and would ensure that AT&T customers were being serviced in a timely fashion when calling into service centers.

Sydney Batch Campaign for NC House, Data Analysis Intern, June 2020-November 2020

Responsible for conducting electoral research on the district, with a focus on precinct-specific results across multiple levels of elections, authoring meta-analysis reports on recent quantitative and qualitative research in the field of political science, and evaluating social media data of comparable political candidates to assess opportunities to improve digital support. Used data analysis to help triple volunteer leads through phone banking.