Geoffrey Spears

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Professional Summary:

Highly with hands-on experience in editorial and journalism roles, complemented by a strong background in data analytics for audience targeting and growth strategies. Adept at crafting compelling content and leveraging data-driven insights to enhance engagement and expand reach. A proactive team player with a keen eye for detail and a passion for storytelling and data analysis.

Education:

Arizona State University, Phoenix
The Walter Cronkite School of Journalism and Mass Communications
Bachelor of Arts, 2024 Magna Cum Laude
Digital Audiences
Dean's list 2024

Work Experience:

- Editor for Phoenix magazine, 2024 (largest magazine publisher in the state of Arizona)
- Researched and wrote stories for the Phoenix Lifestyle section
- Developed interview questions for a variety of clients featured in stories

Relevant Coursework:

- Data Analysis and Visualization
- Editorial/Journalism
- Machine learning
- Audience analysis and targeting
- SEO

Skills:

- Strong understand of statistical concepts and methodologies
- Knowledge of machine learning and artificial intelligence
- Experience in data collection and KPI analytics
- Editorial and content development
- Audience targeting and engagement
- Visual: Shooting, Final Cut Pro, Adobe Premiere, DSLR, Photoshop
- Audio: ProTools, Cool Edit, Audio slide shows
- Social Media: Facebook, Twitter, Instagram, Pinterest
- Infographics: Illustrator Website: WordPress, CSS, Drupal, HTML

Projects:

1) As an editor for Phoenix Magazine, I spearheaded several key projects, including the development of themed issues focused on local culture and lifestyle.
2) Data Analysis Project- Analyzed customer behavior data for a retail company, identifying patterns and trends to improve marketing strategies and increase customer engagement.
3) Predictive Analytics Project- Developed a predictive model using machine learning and algorithms to forecast product demand for an e-commerce company. Employed *Stukent* simulation program for data preprocessing, feature engineering, and model evaluation.

References:
Available upon request.