AUSTIN SILVERSTEIN

Fort Lauderdale, FL
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Portfolio: https://github.com/silversteinaustin

SUMMARY

Business analyst passionate about harnessing the power of data to drive strategic decisions. Proficient in Python, SQL, JavaScript, and BI tools like Tableau and Power BI, I hold a Data Analytics/Visualization Certificate from the University of Miami. I thrive in fast-paced environments, adapting to new technologies and methodologies while fostering strong collaborations with stakeholders to translate data insights into meaningful business actions. Eager to utilize my statistical modeling and data visualization skills to make recommendations that solve complex business challenges in areas like market trend analysis, customer behavior prediction, and operational efficiency optimization.

TECHNICAL SKILLS

Softwares/Platforms: GitHub, GitBash, Visual Studio Code, Jupyter Notebook, Pg4Admin, PostgreSQL, Tableau, MongoDB, Microsoft Excel, Google Collab, Databricks, Salesforce, Canva, Adobe Creative Cloud

Software Languages: Deep Learning, NumPy, Machine Learning, Flask, VBA Excel, Cascading Style Sheets (CSS), HTML, SQL, Python, Pandas, D3.json, GEOjson, GEOpandas, SQLalchemy, Leaflet, Matplotlib, Artificial Intelligence (AI)

PROJECTS

Democratic Voter Shift Analysis(2000-2020) |
https://github.com/silversteinaustin/Democratic_Voter_Shift_Analysis-2000-2020.git
- Created a choropleth map to explore voter, marriage, and divorce trends, revealing demographic and societal impacts
- Sourced and converted CSV files to GeoJSON using GeoPandas, and established the API connection. Additionally, I designed and implemented the HTML, CSS, and JavaScript components to ensure the interactive map's functionality and visual appeal.

ETL Pipeline Enhancement with Python & PostgreSQL |
https://github.com/silversteinaustin/ETL-Pipeline-Enhancements.git |
- Implemented an ETL pipeline to transform data, created CSVs, established an ERD and table schema, and loaded into a Postgres database, optimizing data workflow.
- I designed and executed an ETL pipeline, ensure data integrity, managed schema creation, and data upload to Postgres, while optimizing query performance. Utilizing Python, Pandas, Numpy, Jupyter, and PostgreSQL, I streamlined data modeling and database management.

Florida Cost of Living Analysis: Insights and Visualizations with Python |
https://github.com/silversteinaustin/Florida-Cost-of-Living-Analysis.git

- I spearheaded an analysis on Florida's cost of living, assessing population, rent, home buying, and the economy, and presented our insights with engaging visuals and content.
- Managed data exploration and preparation, in-depth statistical analysis with aggregation and correlation, producing 6 visualizations, and sharing results on GitHub, leveraging Python, Pandas, and Matplotlib

EXPERIENCE

Marketing Manager   June 2024 - July 2025
Global Wealth Management   Fort Lauderdale, FL
I lead cross-functional marketing initiatives that support inbound lead generation and client retention through content creation, digital campaigns, lifecycle nurture strategies, print assets, brand messaging frameworks, managing strategic sponsorship activations and sales process optimization. I manage the full campaign lifecycle from ideation through compliance approval, while maintaining operational systems such as Trainual and a centralized collateral tracker. I've led website enhancements to improve inbound performance by cleaning outdated content, adding videos, and integrating lead magnets to support conversion goals. I frequently shift focus to time-sensitive projects and apply a data-driven mindset to assess performance, identify growth opportunities, and realign resources to meet strategic objectives.

ADDITIONAL EXPERIENCE

Digital Marketing Manager   Apr 2022 - June 2024
Florida Construction Connection, Inc.   Deerfield, FL

LPT Medical   Sept 2021 - Apr 2022
Respiratory Sales Specialist   Boca Raton, FL

Van Lines, Inc   Mar 2021 - Sept 2021
Assistant Sales Manager   Hollywood, FL

Capitas Financial Inc   Nov 2019 - Mar 2021
Internal Marketing Coordinator   Boca Raton, FL

EDUCATION

Data Visualization/Analytics Certificate: University of Miami, Miami, FL   Sep 2023 - Mar 2024
An 24 week intensive program focused on gaining skills in Data Visualization/Analytics.

Business Administration: Florida Atlantic University, Boca Raton, FL   Aug 2015 - May 2019
Major: Business Economics, Minor: Digital Marketing