

Cody Johnson

Product Manager | Data Scientist | Connecting Business & Statistics

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codyscottjohnson.com

Business focused data scientist with a passion for transforming data from a siloed resource into a connective tissue stretching across the entire organization. Ideally suited for roles in product management.

PROFESSIONAL EXPERIENCE

Technology Product Manager - MBA Intern

Walt Disney Studios | Burbank, CA | May 2018– Aug 2018

- Developed and championed Go-To-Market strategy to position internal software and tooling as industry standard.
- Synthesized insights from internal/external users, developers, and stake holders to develop a product roadmap.

Marketing Strategy and Analytics - MBA Intern

Pluralsight | South Jordan, UT | Aug 2018– Present

- Helped unite product management and marketing efforts - identifying key levers and interdependencies impacting the customer journey.
- Drove collaboration with data team to identify a cohesive customer journey and increase customer retention and acquisition.

Curriculum Data Analyst

Imagine Learning | Provo, UT | Apr 2013 – May 2018

- Led initiative to re-design data architecture to accommodate external reporting, internal research, and BI teams.
- Fostered reliance on data driven decision making, implementing a system of internal reports to facilitate the use of data.
- Transformed student sequencing from a weakness to a strength through a focus on predictive rather than reactive decisions.
- Drove efforts to improve immediacy of feedback, implementing a Naïve Bayes grading model on student responses-achieving 95% accuracy.

Developer and Data Analyst

Johnson Financial | Bountiful, UT | June 2014 – July 2017

- Identified friction points in recruiting process, designing and developing a recruiting management system (including mobile apps for recruiting management and agent development, and a public facing web page) to alleviate them.
- Deployed and managed backend systems including: web server, git repository, sql database, and api documentation.

EDUCATION

MBA – Emphasis in Analytics

University of Utah | Exp May 2019

MS– Business Analytics

University of Utah | Exp May 2019

BS – Math and Applied Statistics

Minor in Economics

Brigham Young University | Apr 2015

SKILLS

Advanced knowledge of SQL, primarily MSSQL, MySQL and PostgreSQL

Experienced with R, Python, Golang and SAS

Experienced in HTML, PHP, JavaScript, Node

Statistical modeling – supervised / unsupervised training models

Strong math and analytics background

In depth knowledge of data architecture SQL, Mongo, Redis, etc.

Data visualization - Tableau, R Shiny and Python.

Basic knowledge of Dart, Flutter and C++

Product Strategy, Product Roadmap, Agile, Scrum, Product Marketing Analytics

HIGHLIGHTS

Adobe Analytics Challenge 2017 - 4th out of 500+ students across 70+ schools

McGill International Portfolio Challenge – Finalist out of 90+ teams across 8+ countries

President - MBA Student Body Association

Product Manager and Co-founder - U of U Product Management Association

Director - Utah MBA Consulting Group

Machine Learning / AI enthusiast

Currently trying to ski on every continent.