

William Dvorak

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Data-driven marketing student at UIC with experience in analytics, Excel, HubSpot, Tableau, and SQL. Skilled in translating data into actionable insights through regression analysis and dashboarding. Seeking an analytics or research-focused internship for marketing or business.

Employment history

Athletic Facilities Attendant • University of Illinois at Chicago (UIC) • Chicago, Illinois • Jul 2024 – Present

- Supported setup and execution of athletic events with 100+ attendees, ensuring efficient operations and safety compliance
- Collaborated with 20 other team members to maintain facility operations for 100+ athletes and guests
- Provided daily assistance to 100+ athletes, staff, and guests at front desk to enhance visitor experience and maintain security protocols

Kid Zone Attendant • Chicago White Sox • Chicago, Illinois • May 2024 – Aug 2024

- Engaged with hundreds of fans per game to improve guest experience and maintain smooth crowd flow in high-traffic environments
- Enforced safety protocols to ensure a positive guest experience during events with thousands of fans
- Coordinated with 5 other Kid Zone attendants and other event staff to streamline crowd flow and improve overall event operations

Barback • Joliet Slammers • Joliet, Illinois • May 2023 – Aug 2023

- Enhanced operational efficiency for 10 bars and concession stands during peak game times through proactive supply restocking and cleanliness maintenance
 - Delivered fast-paced customer service during busy events for 1000+ fans leading to high-quality guest experience
 - Worked with a team of around 50 workers in a fast-paced environment to keep operations smooth leading to high-quality and efficient service
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Projects

Market Research

- Analyzed Google Trends and Excel datasets to compare audience engagement between Beyonce and Bad Bunny
- Identified key trends in search interest and audience behavior using data visualization techniques
- Presented actionable insights and strategic recommendations through a structured PowerPoint presentation

Text Analytics

- Analyzed open-ended survey responses using AI tools to extract key themes and behavioral patterns
 - Conducted sentiment analysis and created word clouds and visualizations to evaluate factors impacting consumer outcomes
 - Interpreted results to identify drivers of positive vs. negative experiences and presented insights in a structured report
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Education

Bachelor of Science in Data-Driven Marketing, Minor in Business Analytics • University of Illinois at Chicago • Chicago, IL, USA • Aug 2023 – May 2027

- NCAA Division I Student-Athlete (UIC Swim & Dive)
 - MVC Scholar Athlete
 - AI Leaders Program
 - GPA: 3.67/4.00
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Courses

Spreadsheet Analysis

Digital Marketing Research

Marketing Analytics

Business Intelligence in Marketing

Skills

Microsoft Word, Microsoft PowerPoint, Microsoft Excel, HubSpot, SQL, Tableau, Data Visualization

Certifications

HubSpot Reporting