

Owen Duffy

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EDUCATION

Santa Clara University - Leavey School of Business

Santa Clara, CA

B.S. in Management Information Systems

Expected June 2026

- **Coursework:** Database Management Systems, Systems Analysis and Design, Systems Programming, Data Science with Python, Cloud Computing, Advanced Programming

Santa Clara University - Leavey School of Business

Santa Clara, CA

Business Analytics Minor

Expected June 2026

- **Coursework:** Predictive Analytics, Applied Machine Learning, Data Warehousing and Business Intelligence, Social Media Analytics
- **Activities:** Santa Clara Club Ultimate Frisbee, Santa Clara Run Club, Santa Clara Surf Club

RELEVANT EXPERIENCE

Financial Representative

August 2025 – November 2025

Northwestern Mutual

San Jose, CA

- Analyzed client financial data to provide recommendations on investment and insurance products tailored to specific long term goals, resulting in personalized portfolios for diverse client profiles.
- Segmented target audiences by analyzing market trends to design and implement high-conversion marketing and outreach strategies, effectively increasing local brand awareness and lead generation.
- Aggregated complex financial information into clear, actionable insights for clients, ensuring data-informed decision making and high levels of client satisfaction throughout the planning process.

Operations Manager

June 2019 – September 2025

Moss Bay Kayak and Sail Center

Seattle, WA

- Managed operational logistics for a large scale program serving 2000+ participants, ensuring peak efficiency and safety across high volume periods through careful scheduling and resource allocation.
- Optimized team performance by establishing standardized operational procedures and providing feedback during staff mentorship to maintain consistent service quality across the organization.
- Resolved complex service issues by utilizing clear communication and active listening to defuse high-pressure situations, creating positive outcomes for both customers and staff members.

PROJECT EXPERIENCE & LEADERSHIP

IBM Employee Attrition Analysis | *Python, SQL*

June 2025 – August 2025

- Analyzed 1470 employee records to identify key drivers of attrition like compensation or engagement.
- Engineered custom features (engagement indices, tenure bands) to segment workforce populations.
- Modeled a \$181k annual cost savings by calculating the potential ROI of reducing attrition.

Ocean Cleaning Analysis | *Python*

April 2025 – June 2025

- Applied machine learning models to identify pH levels and species counts as heatwave predictors.
- Visualized global ocean data trends across several locations to support decision making.
- Synthesized complex results into managerial and policy insights to improve marine conservation.

Santa Clara Club Ultimate Frisbee | *D1 Player*

September 2022 – Present

- Competed at the D1 level as a four year starter, demonstrating drive and long term commitment.
- Spearheaded recruitment efforts across campus, utilizing strategic outreach to get and keep players.
- Increased player retention by fostering an inclusive culture and implementing mentorship initiatives.

SKILLS

Programming/Data Science: SQL, Python, C, Java, JavaScript, Machine Learning, Statistical Modeling

Visualization/Cloud: Tableau, Power BI, AWS, Cloud Computing, Systems Design

Business Tools: Microsoft Suite, CRM, Marketplace Dynamics, KPI Development, ROI Modeling

Interpersonal: Leadership, Collaboration, Mentorship, Public Speaking, Team Management