

STEVEN MEEKS

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[LinkedIn](#) | [GitHub](#)

Analytics professional with a background in intelligence analysis and psychology. Skilled in leveraging data to generate insights, support decision-making, and translate complex analyses into actionable recommendations.

→ **Programming & Tools:** Python, R, SQL, Tableau, Power BI, Git, AWS, GCP, Microsoft Office

→ **Key Concepts:** Statistics, Machine Learning, Time Series, Financial Analytics, Data Visualization

EDUCATION

MS in Analytics

May 2026

Institute for Advanced Analytics, NC State University, Raleigh, NC

- **Master's Coursework:** Statistics, Machine Learning, Time Series, Marketing Analytics, Financial Analytics, Survival Analysis, Linear Algebra, Data Visualization, Cloud Computing, Agentic AI

BA in Psychology & Peace, War, and Defense (Minor in Data Science), *with distinction*

May 2024

University of North Carolina at Chapel Hill, Chapel Hill, NC

WORK & APPLIED EXPERIENCE

Analytics Consultant | Primrose Schools (Practicum)

Raleigh, NC | Sep 2025 - Apr 2026

- Eight-month analytics project, using Python, R, and SQL to analyze longitudinal geographic and franchise performance datasets via panel regression and time series analysis.
- Identified 100+ predictors of franchise success and forecasted long-term neighborhood favorability.
- Built a Tableau dashboard to visualize demographic trends and support franchise expansion decisions.

Embedded Intelligence Analyst | Bank of America

Charlotte, NC | Sep 2024 - Jun 2025

- Authored time-sensitive crisis reports to mitigate risks to employees and operations during threat incidents.
- Aggregated internal ATM crime data to support intelligence sharing with bank and law enforcement partners.

Risk Intelligence Intern | NetApp

Durham, NC | Jun 2023 - Sep 2023

- Quantified natural hazard risk by merging internal personnel data with FEMA NRI datasets using SQL.
- Built a Power BI dashboard and reference guide to visualize risk exposure and support continuity planning.

DATA ANALYTICS PROJECTS

Targeted Marketing Model

- Captured buyers at 1.96× random selection in the top decile by building a logistic regression model on 8,495 banking customers, recommending a tiered targeting policy based on marginal return and budget.

Media Recommendation Agent

- Built an AI-powered media recommendation agent in Python using LangChain for multi-provider LLM support, MCP tool integration, and a dual-layer memory system for personalized recommendations.

Credit Risk Scorecard

- Projected an estimated \$8.1M in profit at a 1.9% default rate by building a credit scoring pipeline in Python with weight of evidence binning, reject inference, oversampling correction, and PDO/odds scaling.

RESEARCH EXPERIENCE

Research Assistant | UNC-Digital Propaganda Team

Chapel Hill, NC | May 2022 - May 2024

- Analyzed visual propaganda quantitatively using a framework of messaging and media production measures.
- Co-authored a [publication](#) in Military Review and briefed the 96th Civil Affairs Battalion at Fort Bragg.

Data Labeling Assistant | ExTrac

Chapel Hill, NC | May 2022 - May 2023

- Prepared structured training data for a global threat analysis AI platform.
- Labeled and validated over 2,500 threat reports for machine learning input and knowledge discovery.