

Tivon Johnson

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PROFILE AND SUMMARY OF QUALIFICATIONS

Highly skilled accountant turned data professional with a Master of Business Administration (MBA) and Master of Science in Business Analytics (MS). Proficient in Python, SQL, and R. Experienced with data warehouses, data marts, data pipelines, and ETL. Expertise in finance and accounting. Created dashboard visualizations that incorporated multiple data graphics and KPI's to track program, product, or business performance. Developed business requirements for the collection of data necessary for analytics projects. Wrote code to extract relevant data from existing data sources. Transformed extracted data to prepare them for further use in analytical projects. Parsed data sets to create new variables for analysis. Cleaned data for use in analytics projects. Performed data analysis, applied analytical and evaluation practices, theories, methods, and techniques to provide recommendations on business planning and analytical issues. Performed research to find appropriate data sources for analytics projects. Prepared and presented statistical analysis of financial and/or market data to program personnel and leadership officials. Led efforts to promote effective working relationships with managers, supervisors, co-workers, contractors, and stakeholder groups. Regularly served as an analytical representative and participated in discussions in which the purpose was to coordinate work efforts or to resolve specific analytical issues. Designed, coordinated quantitative market research studies, and analyzed the study findings. Developed and presented research reports of findings for staff and management. Prepared and developed market research plans incorporating quantitative and qualitative methods to assist in improving products and services. Independently analyzed and interpreted data, and trends in data, for the purpose of formulating strategies and recommendations to support organizational objectives. Strong problem solving and critical thinking skills. Insatiable curiosity and endless need to never stop learning.

EXPERIENCE

UNITED STATES MINT

Washington, DC

Business Analysis Branch Chief (Acting)

November 2024 – Present

Duties, Accomplishments and Related Skills:

- Responsible for overall program management of the Business Analysis Branch of the Sales & Marketing Directorate (SaM)
- Supervisory oversight of Sales & Marketing strategic planning, data analysis, reporting, market research, and other activities related to planning, analysis, and administration
- Lead all Sales & Marketing market research efforts with a focus on product development, market demographics, customer satisfaction and customer behavior
- Provide analyses, research, and program management for Sales & Marketing activities and functions related to marketing and administration
- Use comprehensive analysis of requirement to develop strategic plans, including elements for workforce and resource planning, product development, sales growth, and customer service improvement
- Direct activities of assigned analysts, researchers, and support personnel
- Plan and schedule market research activity, oversee the development of survey instruments, and interpret and present results
- Perform data analysis, produce Sales & Marketing reports, reporting and dashboards of key performance indicators (KPI's) and other metrics and data used in decision making
- Oversee and direct quantitative and qualitative market research efforts, the development and maintenance of reports and dashboards, data analysis, and medium- and long-range strategic planning efforts for Sales & Marketing and the US Mint
- Write, edit, and present reports, memos, presentations, and other collateral to Sales & Marketing and United States Mint managers and executives
- Perform financial management and control of the Business Analysis Branch, including oversight of research contracts
- Serve as primary spokesperson for the Business Analysis Branch
- Develop and execute Business Analysis Branch annual work plans
- Monitor the operational efficiency of all Business Analysis Branch processes and systems

Senior Market Research Specialist

April 2024 – Present

Duties, Accomplishments and Related Skills:

- Provide qualitative and quantitative market research expertise for the Business Analysis Branch, Sales and Marketing Directorate (SAM)
- Responsible for sales and market research studies and analyses, new product introduction, market intelligence, contract management research, customer satisfaction research, developing marketing plans and strategies, survey design, federal government data collection requirements, and usability of primary, secondary, and syndicated research
- Use government and private industry best practices to develop the SAM market research program, including online survey and data collection methods, statistical validity of various quantitative approaches, behavioral science associated with survey and focus group execution, creating data collection instruments that address sales and marketing research needs, connecting research approaches, findings, and reports to sales and marketing needs
- Use research to establish baseline and post implementation measures for branding and brand recognition, consumer awareness and attitudes, and customer satisfaction with numismatic products, programs, services, and sales experience
- Use a variety of research data sources to make improvement or directional recommendations to Sales, Product Management, and Marketing and E-Commerce staff in SAM
- Develop and execute qualitative and quantitative research plans
- Apply market research and statistical analysis techniques to conduct analyses of existing or proposed SAM numismatic products, programs, and services
- Develop and execute market research plans, analyze conclusions and recommendations, and present findings utilizing consolidated reports, dashboards, data visualizations, oral presentations, memoranda, and other documents that address all levels of United States Mint management and executive audiences
- Develop and implement research to support new products, product development, program strategies, key business and industry policy questions, customer service programs, and public education and awareness efforts

Key Accomplishments:

- Designed, coordinated quantitative market research studies, and analyzed the study findings
- Prepared and developed market research plans incorporating quantitative and qualitative methods to assist the Mint in improving products and services
- Developed and implemented research studies, including identifying populations of interest, developing sampling plans, and writing questionnaires that supported customer service programs, new products, product development, program strategies, key business and industry policy questions, and public education and awareness efforts, and provided useful and needed information to stakeholder groups
- Developed and implemented focus group plans and designed other qualitative studies, including identifying populations of interest, and writing discussion guides that supported customer service programs, new products, product development, program strategies, key business and industry policy questions, and public education and awareness efforts, and provided useful and needed information to stakeholder groups
- Analyzed and interpreted data, and trends in data, for the purpose of formulating strategies and recommendations to support organizational objectives
- Written and delivered research reports and presentations to managers, supervisors, and staff communicating organizational strategies, goals, objectives, and priorities
- Created Power BI reports and dashboards to present research findings and business insights to key stakeholders

Fixed Assets Accountant
September 2019 – April 2024

Duties, Accomplishments and Related Skills:

- Served as a staff expert in fixed assets and cost accounting or reporting with responsibility to analyze all general ledger accounts
- Managed data for annual budget submissions and deliver analyses to management to measure operations, improve processes, plan operations, and control costs
- Researched accounting issues to include profit and loss statements, precious metal balances, product pricing, review and research trial balances for all field sites and headquarters, develop accounting data used for Mint's Annual Report, Congressional reporting requirements, silver hedging, and accounting system maintenance and operations
- Tracked the compilation of budget and project costs into fixed asset accounts
- Calculated depreciation for all fixed assets
- Investigated possible obsolescence of fixed assets
- Monitored and reported monthly capital expenditures to management
- Evaluated and determined the compliance of IT assets
- Trained staff to perform accounting tasks to include capital tracking and reporting, audit support, and fixed assets depreciation schedules
- Applied analytical techniques and evaluation criteria to develop new or modified work methods, organizational structures, management processes, staffing patterns, automated work processes and procedures for administering program services
- Prepared concise and well-organized written documents that present complex material to a non-technical audience and require little or no editing
- Provided reliable and knowledgeable customer service that is delivered quickly, confidently, and courteously within and among directorates

Business Analyst (Detail)
May 2022 – September 2022

Duties, Accomplishments and Related Skills:

- Served in a temporary work detail assignment as a senior business analyst with the Information Technology Directorate (ITD), Application Development Division (ADD), a Software Solutions Development, Maintenance, and Operation Center providing expertise in the acquisition, business analysis, data management, development, implementation, operation, and support of enterprise-wide applications at the Mint
- Managed projects and/or analytical work that addresses critical business and industry issues
- Developed a business case with supporting cost benefit and alternative analysis to present to management for IT investment approval
- Coordinated efforts to collect, develop, and refine requirements from customers and assist in mapping and developing IT business processes
- Employed qualitative and quantitative methods to measure the effectiveness of business processes
- Evaluate and determine the effectiveness of IT investments
- Studied, analyzed, and documented business processes and standard operating procedures (SOP) for IT developers
- Created dashboard visualizations using Power BI that incorporate multiple data graphics to track program or business performance
- Performed data analysis using Python and/or R
- Utilized SQL and SQL Server to query and manipulate data stored in relational databases
- Interfaced Python with Robotic Process Automation (RPA) tools to automate SharePoint import/export
- Awarded a bonus for an automation project that saved approximately 20-25 hours of manual work every pay period for the Talent Acquisition Branch of the Human Capital Directorate

HAWKEYE 360
Washington, DC
Data Analyst (Internship)
January 2022 - May 2022

Duties, Accomplishments and Related Skills:

- Built a data mining pipeline that allows an analyst to search for open-source photos in an area of interest
- Performed research to find appropriate data sources for analytics projects
- Developed business requirements for the collection of data necessary for analytics projects
- Wrote Python code to extract relevant data from existing data sources
- Transformed and cleaned extracted data to prepare for further use in analytical projects
- Parsed data sets to create new variables for analysis
- Scraped over 20,000 public images from Twitter and Instagram API using Python Tweepy library; processed and cleaned the data using Python Pandas library
- Developed a Computer Vision Model for ship detection and classification leveraging PyTorch Library and AWS SageMaker to develop satellite surveillance models and inform maritime reconnaissance efforts
- Developed an OCR model for text recognition leveraging PyTorch to extract import information from images like ship name and image capture time enabling the team to identify the ships with precision
- Applied computer vision and statistical techniques to detect ships within the photos and measure the accuracy of predicting images
- Loaded an artificial neural network machine learning model using PyTorch to regulate the object detection of the images
- Created a comprehensive database of end results using PostgreSQL capturing key reconnaissance data including time, location, ship classification and name to enable client detector teams to refine and optimize surveillance outcomes
- Created an AWS S3 bucket to store more than 20,000 images for further improvements in machine learning models
- Provided customer service in problem solving, evaluating, analyzing, and synthesizing information, data, and statistics through data visualization, written communication, and oral presentation

WASHINGTON HEADQUARTERS SERVICES
Pentagon, Arlington, VA
Financial Program Analyst

February 2015 - September 2019

Duties, Accomplishments and Related Skills:

- Led support services to satisfy overall operational objectives of the Space Management & Planning Branch with a portfolio total of over \$1B in annual revenue and approximately 9 million square feet of General Services Administration (GSA) space assigned to WHS, and 4.5 million square feet of WHS-owned space located in 180 buildings
- Reviewed and analyzed financial data to identify discrepancies, validate accuracy and generate monthly rent bills for assigned buildings for General Services Administration (GSA) and Department of Homeland Security (DHS)
- Conducted research and provide detailed summaries of findings
- Developed standard operating procedures (SOP) for Federal Real Property Management
- Produced financial reports in various formats, to include MS Excel spreadsheets and MS Word tables
- Provided customer service to internal and external stakeholders

ACCOUNTING AND MANAGEMENT SERVICES, LLC

Washington, DC

Senior Accountant

December 2013 - January 2015

Duties, Accomplishments and Related Skills:

- Executed weekly, monthly, quarterly, and yearly accounting, bookkeeping, fiscal management and reporting needs for multi-million-dollar non-profit clients
- Created and implemented modifications to accounting systems and standard operating procedures (SOP) to increase efficiency and accuracy
- Conducted research, analysis, and development, provided input, and performed financial information summaries for audit, budget, and financial reporting purposes
- Compiled information for budget development and assisted in the design and preparation of budgets for review by management
- Tracked and analyzed expenses for budget monitoring
- Reconciled purchase orders and requisitions for accuracy
- Planned, assigned, and reviewed staff's work weekly
- Awarded bonus for creating and implementing a procedure for a client to improve accounts payable process

THORP DIRECT SALES, INC

Lawrenceville, GA

Full Charge Bookkeeper

March 2012 - October 2013

Duties, Accomplishments and Related Skills:

- Performed full charge bookkeeping for a growing wholesale footwear company earning \$5.75 million in annual revenue
- Controlled company financial records in QuickBooks and FileMaker Pro software
- Executed daily processing of accounts payable and accounts receivable transactions
- Utilized Excel spreadsheets to verify accuracy of customer accounts
- Organized and issued payroll commissions to company sales representatives
- Reconciled revenues with the general ledger
- Monitored deviations from budget and informed management
- Input purchase orders to overseas manufacturers
- Compiled inventory reports
- Performed journal entries

ROBERT HALF ACCOUNTEMPMS

Atlanta, GA

Contractor

October 2011 - March 2012

Duties, Accomplishments and Related Skills:

- Served as temporary staff for multiple organizations in various roles to include Accounts Receivable Clerk, Accounts Payable Clerk, and Project Coordinator
- Processed daily accounts payable transactions; organized accounts receivable files and posted customer payments
- Data-entered detailed information regarding wireless cellular site information
- Updated databases via CASPR, SITERRA and captured detailed information regarding wireless cellular site information
- Provided administrative assistance to project managers and other members of the project team
- Participated as part of a team to develop and maintain a detailed schedule including administrative tasks and all sites involved in the project
- Involved in project planning and aided in its execution
- Tracked project changes and produced updated site-based schedules as agreed with project management

STOP SECURITY, INC

Augusta, GA

Bookkeeper

August 2010 - August 2011

Duties, Accomplishments and Related Skills:

- Recorded and maintained financial transactions for company accounts using QuickBooks software
- Prepared financial data and documentation, interfaced with and assisted outside accounting experts to customize reports for external audit analysis and reporting on annual financial statements
- Compiled reports to show data such as cash receipts and expenses, profit and loss, and other items pertinent to business operations
- Performed monthly bank reconciliations
- Prepared financial data and documentation for external audit analysis and reporting
- Prepared bank deposits of payments received from customers and other sources
- Significantly updated business accounts to produce more accurate financial statements

COMPUTER INFORMATION TECHNOLOGY SKILLS

- Proficient in use of most major computer systems, information systems, spreadsheet applications, graphic and presentation applications, and word processing applications
- **Technologies:** Microsoft Office Suite (Excel, Word, PowerPoint), QuickBooks, Oracle E-Business Suite, Oracle Business Intelligence, IBM Maximo, SharePoint, MS Planner, Amazon Web Services (AWS), WordPress, Power BI, Tableau, GitHub, MySQL, SQL Server, STATA, Gurobi, Qualtrics, Acquia Customer Data Platform (CDP)
- **Languages/Frameworks:** Python (Pandas, NumPy, SciKit-Learn, Matplotlib), R, SQL, HTML, CSS, PHP

LANGUAGE SKILLS

- English (Native), German (Intermediate)

PROFESSIONAL SKILLS AND TRAINING

THE DEPARTMENT OF THE TREASURY, OFFICE OF THE CHIEF DATA OFFICER

Data Upskilling Pilot Program

Washington, DC

May 2023 – October 2023

- Participated in a six-month cohort training program to help employees of the Department of the Treasury improve data skills by learning programming-based analysis tools such as Python, R, and SQL
- Engaged in monthly Community of Practice meetings to provide and receive training support, establish a network of cross-Treasury data practitioners, increase intradepartmental communication, and help participants understand "the art of the possible" concerning data and data analytics
- Applied and demonstrated Python skills to extract financial data tables from PDF files

RELEVANT PROFESSIONAL DEVELOPMENT AND QUALIFICATIONS

PROJECTS

RESPONSIBLE MACHINE LEARNING

Washington, DC

Interpretable Machine Learning Models

May 2021 – June 2021

- Developed an interpretable machine learning model as part of a semester project for a Responsible Machine Learning course to address and mitigate growing concerns of the risks of black box machine learning models
- Used Home Mortgage Disclosure Act historic mortgage reporting data to predict the probability of applicants being charged with higher mortgage rates
- Divided data into training (112,253 rows) and validation (48,085 rows) sets, explored Explainable Boosting Machine (EBM), Ensemble, Gradient Boosting Machine (GBM), Monotonic Gradient Boosting Machine (MGBM), and Penalized Generalized Linear (GLM) models, and tested accuracy using statistical metrics such as Area Under the Curve (AUC) to determine EBM was the best model
- Leveraged an Explainable Boosting Machine (EBM) model type to demonstrate available techniques to interpret and explain predictive models to prevent unjust discrimination, improve security and encourage ethical decisions
- Produced visualizations to show marginal effects of features on predicted outcomes as well as global variable importance indicating the magnitude of a variable's contribution to model predictions for all the data

MBA Coursework

- Financial Accounting, Managerial Accounting, Operations Management, Finance, Microeconomics, Decision Making & Data Analysis, Marketing, Strategic Management, Organizations & Human Capital, Global Perspectives, Technology for Business, Business Ethics/Public Policy

Business Analytics Coursework

- Statistics for Analytics I & II, Stochastic Foundations/Probability Models, Programming for Analytics, Decision & Risk Analytics, Optimization Methods and Applications, Data Mining & Machine Learning, Data Management for Analytics, Data Ethics, Introduction to Python, Introduction to Artificial Intelligence, Web & Social Analytics, Responsible Machine Learning, Technology for Business in DC, Business Analytics Consulting Practicum, STATA: Fundamentals

EDUCATION

THE GEORGE WASHINGTON UNIVERSITY, School of Business

Master of Business Administration (MBA) and Master of Science in Business Analytics (MS)

Major in Business Analytics

GPA: 3.54

Washington, DC

May 2022

BRENAU UNIVERSITY

Bachelor of Business Administration (BBA)

Major in Accounting

GPA: 3.07

Gainesville, GA

April 2013

GEORGIA MILITARY COLLEGE

Associate of Science in Computer Science (AS)

Associate of Science in Business Administration (AS)

Major in Computer Science

GPA: 3.13

Martinez, GA

May 2009

March 2006

LICENSES AND CERTIFICATIONS

CODECADEMY

Data Engineering Career Path Certification

Courses: Python Fundamentals for Data Engineers; SQL Fundamentals for Data Engineers; Python Pandas for Data Engineers; Data Wrangling, Cleaning, & Tidying; Advanced SQL for Data Engineers; Introduction to Big Data with PySpark; Intermediate Python for Data Engineers; Learn the Command Line; Advanced Python for Data Engineers; Git I & II; Learn MongoDB

Online

October 2023