

RYAN SLEEPER

Specializing in data-driven storytelling

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07. 2013 present **Evolytics** *Parkville, Missouri*

Director, Data Visualization

Lead the visual analytics practice for a full-service digital analytics consulting agency - helping our partners understand their data through visualization. Clients include TurboTax, Dr Pepper, Atlanta Hawks, and Roku, among many others.

09. 2010 07. 2013 **DEG** *Overland Park, Kansas*

Digital Marketing Analyst

Responsibilities included multi-channel digital analysis across social media, email marketing, and e-commerce for numerous global brands including Timberland, Rockport, and Lee Jeans, among others.

03. 2009 09. 2010 **High Five Marketing** *San Francisco, California*

Online Marketing Coordinator

My experience spanned all facets of online marketing including social media, email marketing, web analytics, web / graphic design, audio / visual media, search engine optimization, and paid search for Liberty Mutual's Responsible Sports.



University of Central Florida
Orlando, Florida

- Master of Sport Business Management
- Master of Business Administration
- Bachelor of Science in Marketing
- Bachelor of Arts in Psychology

Tableau Advanced Training
Dallas, Texas

Tableau Analyst Training
San Diego, California



Speaking Engagements

- University of Cincinnati Analytics Summit *05. 2015*
- eMetrics Summit Boston *10. 2014*
- Tableau Conference 2014 *09. 2014*
- eMetrics Summit San Francisco *03. 2014*
- ExactTarget Connections Conference *10. 2013*

Tableau.com Guest Blog Contributions

- Five Ways to Balance Data and Design in Tableau without Graphic Design *11. 2014*
- Using Tableau to Improve the Understanding of Baseball Statistics *03. 2014*
- Leveraging Color to Improve Your Data Visualization *10. 2013*



- 2014 Top 5 Tableau Public Visualization of the Year
- 2014 Sports Elite 8 Viz Finalist - an international data visualization competition
- 2X 2013 Top 25 Tableau Public Visualization of the Year
- 2013 Tableau Iron Viz Champion - Tableau's flagship data visualization competition
- 2013 Tableau Elite 8 Champion - an international data visualization competition
- Contributing author to *100 Trailblazers* - a book highlighting great female athletes who opened doors for future generations