

MARKUSS SAULE

Business Intelligence Engineering | Product Analytics | Applied Data Science
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Summary

Analytics and data-product builder with a 4.0 GPA and enterprise experience spanning digital measurement, statistical monitoring, applied ML, and decision systems. Owns work from instrumentation and data quality through validation, deployment, and executive-ready outcomes.

Experience

Volvo Group

May 2026 - Present

Business Intelligence & Analytics Intern

Greensboro, NC

- Led Adobe CJA migration for digital journeys serving 3M+ monthly users across funnels and vehicle configurators.
- Eliminated 2 martech dependencies through tool rationalization, reducing annual software run-rate by \$50K.
- Built statistical monitoring for traffic, sentiment, and funnels; detected a high-intent submission drop from 9% to 5%.

BYU-Idaho Online Employment & Scheduling

Oct. 2024 - May 2026

Data & Campaign Analytics Coordinator

Rexburg, ID

- Optimized a \$4K Meta recruiting campaign through segmentation, generating 2,250 qualified applicants.
- Built KPI dashboards that increased hiring engagement 320% across student and faculty audiences.
- Designed an AI-assisted screening workflow that standardized evaluation for 1,000+ global applicants.

Fresno State University Sports

Jun. 2025 - Sep. 2025

Digital Data & Insights Coordinator

Fresno, CA

- Built a scoring model that ranked 350+ sponsor prospects and surfaced \$370K in sponsorship value.
- Automated KPI dashboards, cutting weekly reporting time 70% and improving leadership decision speed.
- Analyzed 4+ content channels, shifting audience and sponsor targeting toward the highest-value opportunities.

Ministry of Health of Latvia

Jun. 2021 - Oct. 2021

Marketing & Analytics Intern

Riga, Latvia

- Analyzed vaccination trends for a national COVID-19 campaign reaching 175,000 people across Latvia.
- Unified vaccination and audience data across 3 departments to align national targeting and public-health messaging.
- Measured channel performance across the 175K-person campaign, redirecting outreach toward stronger segments.

Selected Projects

- Built **Earnings Quality Autopsy**, a full-stack SEC/XBRL research system with 9 modules, 14 API routes, and 187 tests.
- Published **Ravel** on CRAN for 1,600+ users and built **falsifyr**, a CRAN-targeted package for adversarial testing.
- Built **Radiology Value Pipeline**, a governed workflow with audit trails, Power BI marts, and 20 public CUDA MRI volumes.
- Built **OWL**, a local-first AI discovery daemon with a SQLite knowledge graph, MCP server, desktop app, and 98 tests.
- Shipped **Roblox worlds and game systems** across experiences with 7.5B+ plays; commended by CEO David Baszucki.

Education

Brigham Young University-Idaho

Expected Apr. 2027

B.S. Business Analytics; Minors in Statistics and Data Science; GPA: 4.0

Rexburg, ID

Technical Skills

Applied ML & Engineering: Python, R, pandas, scikit-learn, XGBoost, SHAP, FastAPI, simulation, forecasting
Data & Product Systems: SQL, ETL, data modeling, APIs, instrumentation, experimentation, metric governance
Analytics & BI: Power BI, DAX, Power Query, Adobe CJA, statistical modeling, executive reporting
Languages: Latvian (native), English (C2), Russian (C1) | **Code:** github.com/msaule