

Dallin Reeves

Market Research / Data Analyst

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PROFESSIONAL SUMMARY

Market research and data analyst with 5+ years of experience delivering quantitative and qualitative research for national brands including H-E-B, TelevisaUnivision, and Jersey Mike's. Experienced across the full research lifecycle — research design, data cleaning and QA, statistical analysis, and executive-facing reporting, on projects ranging from regional studies to large multi-state initiatives. Part of the analyst team behind a multi-state election tracking study cited by Politico and WHYY (NPR). Identified an opportunity to automate a recurring reporting workflow, partnering with the technical team to cut turnaround from a full day to under an hour. Comfortable working independently in remote or hybrid settings while collaborating closely with internal teams and external stakeholders.

WORK EXPERIENCE

Media Predict | Remote

Market Research Analyst / Data Analyst

May 2022 – Jul 2026

- Part of the analyst team behind a multi-state longitudinal survey for TelevisaUnivision tracking Hispanic voter sentiment on key issues throughout the 2024 U.S. General Election cycle — contributing to data collection, cleaning, weighting, and analysis — with findings cited by Politico and WHYY (Philadelphia NPR affiliate).
- Led ad effectiveness measurement (pre/post campaign waves) and product viability research to guide client go-to-market decisions, delivering findings through executive-facing PowerPoint decks and Excel summary workbooks.
- Designed research studies — including survey scripting (HTML/CSS/JS) — and built client-facing reports for engagements with brands including H-E-B, TelevisaUnivision, and Jersey Mike's.
- Used an internal data-querying tool to pull and verify data, maintained an R-based data cleaning script, and relied on Excel for data cleaning, quality checks, and reporting accuracy.
- Built and maintained timely, topical prediction markets on the platform, sustaining user engagement and activity.

Research Associate

May 2021 – May 2022

- Supported senior analysts with deck-building and ad hoc research tasks across client engagements.

ADDITIONAL EXPERIENCE

Image Review Analyst — Resource Staffing — Houston, TX

Aug 2020 – Apr 2021

Customer Success Specialist — Homebase — Houston, TX

Jan 2020 – Mar 2020

Management Intern — City of Jersey Village — Jersey Village, TX

May 2018 – Aug 2019

TECHNICAL SKILLS

Core Skills: Excel (VLookup, Pivot Tables, data cleaning & QA), R (data cleaning), PowerPoint

Also Familiar With: Python — Pandas, NumPy, Matplotlib, Scikit-learn, Seaborn (personal projects); SQL & PostgreSQL (B.S. Computer Science coursework; personal data projects); Power BI (self-directed learning); Tableau (personal projects); HTML/CSS/JavaScript (survey scripting)

Core Competencies: Data cleaning & QA, research design & fielding, statistical analysis, market & competitive intelligence, forecasting, stakeholder reporting, data storytelling, client management

PROJECTS

Houston Texans Performance Analysis (2002–2025) — *Personal Project*

- Built a Python and PostgreSQL data pipeline using `nflreadpy`, with custom SQL views analyzing 24 seasons of team performance. Found EPA differential ($r = 0.89$) and turnover margin ($r = 0.70$) to be the strongest predictors of winning seasons; Power BI dashboard in development.

GitHub Repo: github.com/dallin91/houston-texans-recap

Streaming Service Value Analysis — *Personal Project*

- Built an end-to-end Python and PostgreSQL/SQL pipeline pulling catalog, rating, and pricing data via API for 8 major streaming services; published findings through an interactive Tableau dashboard comparing content quality to cost.

GitHub Repo: github.com/dallin91/streaming-service-analysis-2026

EDUCATION

B.S. Computer Science | Western Governors University

2019-2023

B.A. Political Science | Minor: Sociology | Brigham Young University

2009-2016