

Application Form

Profile

Michelle Fetherston
First Name Middle Initial Last Name

[Redacted]
Email Address

[Redacted] Suite or Apt
Home Address

[Redacted] [Redacted] [Redacted]
City State Postal Code

What district do you live in? *

☒ District 6

Home: [Redacted] Home: [Redacted]
Primary Phone Alternate Phone

Molson Coors Beverage Company Advanced Analytics Manager
Employer Job Title

Please look at the vacancy page before applying. Some Boards, Committees and Commissions have requirements that they are looking for in an applicant, such as specific skills or member types such as Adult or Student.

The Vacancy page can be found here:

[VACANCIES](#)

Which Boards would you like to apply for?

Youth Commission: For Review
Library Board: For Review Bicycle and Pedestrian and Facilities Commission: For Review

Interests & Experiences

Please tell us about yourself and why you want to serve.

[Michelle Fetherston Resume Current.pdf](#)
Upload a Resume

Why are you interested in joining this Board or Commission?

I love living in Wauwatosa and wanted to find a way to further contribute to what makes our city great. I selected three committees that are of most interest to me, and am happy to serve wherever I can be the most helpful: -Youth Commission: I saw the post in the Wauwatosa News in Brief about upcoming opportunities for this commission, which is what prompted me to apply. I taught college communication courses for several years and enjoyed working with and advising students, and I also used to research career information-seeking, so I would love an opportunity to connect with and support youth in this way. I also have a 8-year-old, so my hope is that working with youth on the commission will help me learn more about their perspectives so I can be a better parent. - Bicycle and Pedestrian Facilities Committee: I use an e-bike to replace short car trips as much as I can during the warmer months, and my family and I value the walkability of much of Tosa. I would love an opportunity to continue advocating for bicycle and pedestrian-friendly policies, particularly if we can find opportunities to make the west side of Tosa more walkable and bikeable (the protected bike lane on North Ave is a fantastic example). -Library Board: I am an avid lifelong reader and spent countless hours in libraries particularly during grad school. Libraries in general are a fantastic resource and I would like to do my part to help the Tosa Library continue to be a wonderful community asset.

Demographics

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

Ethnicity *



[REDACTED]

Gender *



[REDACTED]

Sexual Orientation *



[REDACTED]

[REDACTED]
Date of Birth

Michelle Fetherston



SUMMARY

- Data science professional with expertise in Python, SQL, and machine learning models
- Skilled in aligning data projects with business objectives and managing technical deliverables
- Passionate about mentoring teams and creating accessible, high-impact data solutions
- Effective communicator, bridging technical insights and business strategy for technical and non-technical audiences

EXPERIENCE

Molson Coors Beverage Company, Milwaukee, WI

Advanced Analytics Manager, January 2025 – present

- Serve as technical product owner for advanced analytics projects

Thrivent, Minneapolis, MN (remote employee)

Senior Business Intelligence Analyst, November 2023 – January 2025

- Prepared and analyzed structured/unstructured client and Net Promoter Score survey datasets to identify trends and inform strategic decisions using Agile/Scrum methodologies.
- Queried and integrated data from 65,000+ respondents across 10+ tables using Databricks SQL, creating analytics delta tables and implementing version control via GitHub.
- Applied machine learning (e.g., random forest, logistic regression), and text analytics to enhance survey insights.
- Delivered actionable insights to stakeholders using Python, Excel, and PowerPoint.
- Collaborated with cross-functional teams to troubleshoot data quality issues.

Northwestern Mutual, Milwaukee, WI

Lead Program Manager, June 2021 - August 2023

Instructional Design Consultant, January 2021 - May 2021

Technical Training Senior Specialist, August 2018 - January 2021

- **Strategic & Technical Leadership:**
 - Contributed to NLP sentiment modeling project, performing code review, model evaluation, and documentation.
 - Directed learning and development team metrics initiatives, including Power BI dashboard development and process optimization.
 - Developed and ran an Emerging Data Leader professional development program, which saw > 260% increase in candidates for second cohort.
 - Managed up to 3 direct reports (2021-23), prioritizing and delivering strategic goals.
- **Project Management & Delivery:**
 - Re-imagined and ran Community of Data Enthusiasts (CODE), including co-planning first ever Data Visualization Hackathon with >75 participants.
 - Led design and development efforts to optimize 44-course call center training curriculum for virtual learning and designed > 50% of all courses, which saw 53% increase in NPS and 10% increase in content effectiveness over prior year.
 - Facilitated new hire onboarding and call center training courses.

EXPERIENCE (continued)

Carroll University, Waukesha, WI

- Graduate Career Consultant, August 2017 – August 2018
 - Conducted face-to-face, email, and/or phone career preparation appointments and class presentations with undergraduate and graduate students.
 - Completed more than 400 student appointments, with 100% satisfaction rating from post-appointment survey respondents.
- Academic Resources Supervisor, September 2013 – December 2017
 - Oversaw Academic Resources desk and supervised student employees.

Marquette University, Milwaukee, WI,

- Adjunct Instructor, August 2014 – December 2017; Spring 2022, Spring 2024
 - Developed and taught Organizational Communication, Small Group Communication, and Communication Statistics and Analysis

University of Wisconsin – Milwaukee

- Associate Lecturer (August 2017 – May 2018/Graduate Teaching Assistant (August 2013 – May 2017), Department of Communication
 - Developed and taught Organizational Communication (face-to-face), Organizational Communication Technology (online), and Human Communication & Technology (online).
- Academic Department Associate, Department of Journalism, Advertising, and Media Studies, June 2011 – August 2013
 - Organized internship fair, speed interviewing, and other career-focused events
 - Advised students in the Digital Arts & Culture certificate program.
 - Managed online course schedule, department budget, personnel documents, and other administrative functions.

EDUCATION

- Large Language Models: Application Through Production with Databricks edX Verified Certificate, July 2023
- Graduate Certificate in Data Science, Regis University (Denver, CO) – April 2023
 - [Practicum project](#): Regression and Random Forest models to predict companies' Scope 3 emissions in partnership with Optera
- Ph.D., Communication, University of Wisconsin – Milwaukee, May 2017
 - Emphasis in organizational communication and technology
 - Portion of dissertation published in [Journal of Applied Communication Research](#)
- M.S., Administrative Leadership, University of Wisconsin – Milwaukee, May 2012
- B.A., Communication (Spanish minor), University of Wisconsin – Green Bay, May 2004

Tech Tools

- Python (primarily pandas, numpy, seaborn, scikit-learn, pyspark); SQL; Databricks; Power BI; Jira; Qualtrics; SurveyMonkey; Adobe Acrobat; Microsoft Office 365