

Jessica Claire

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PROFESSIONAL SUMMARY

- A data science leader with experience in the following with track record of multi folding the revenue and optimize the cost incur in the area of marketing, sales, customer acquisition and workforce management
- Build, deploy and maintain optimization/forecasting engine
 - Create roadmaps and execute the planning, budgeting, and forecasting of the organization using data and AI tools
 - Design and scale data infrastructure, APIs, AI tools & user interface and A/B test strategy
 - Introduce and track technical and business metrics that define the success of the business
 - Build data storytelling dashboard for executive reporting

SKILLS

- Roadmap Execution
- R&D
- Scalable Infrastructure
- AI and Analytical Tools Evaluation
- Cross Functional Team Management
- Predictive Analysis
- Machine Learning
- Data Science
- Data Engineering
- Data Visualization
- Cloud Infrastructure

WORK HISTORY

HEAD OF DATA SCIENCE

06/2021 to CURRENT

Ddb | New York City

- Work closely with C-suite executives to develop new methodologies for digital ad conversion, pacing, and yield to improve optimization engines
- Create data science roadmaps and execution plans and lead data science projects including planning, project oversight, coaching and professional development
- Manage managers of cross functional teams of data scientists, data engineers, product managers and DevOps engineers
- Manage data science products from ideation to post-production including ML model research & development, model optimization, MLOps, A/B test strategies, CI/CD, model drift monitoring and integration with other services
- Lead tasks on R&D, data governance, system infrastructure, analytics and AI tool evaluation, and other cross-team functions, on an as-needed basis
- Define and track accuracy and performance of both technical and business metrics using Tableau
- Drive scalable Machine Learning solutions using available AWS, Snowflake, DataRobot, Sagemaker, Matillion, CircleCI, Harness and other data infrastructure
- Make recommendations and build use cases on new sources of value by addressing the biggest gaps in our data sources in relation to revenue potential

MEMBER OF BOARD OF ADVISORS

01/2022 to CURRENT

Deloitte | Providence

- Advise faculties to ensure the curriculum is current and relevant to market demand
- Mentor students for career opportunity and growth

SENIOR MANAGER, DATA SCIENCE AND ENGINEERING

10/2020 to 05/2021

Accenture | Florham Park

- Worked closely with CMO for planning and budgeting of marketing organization using AI and analytics for ~\$200M in the marketing-sourced pipeline
- Manage data science and data engineering projects, planning and prioritization
- Built and maintained data infrastructure across multiple technology platforms to meet analytics, business intelligence (BI) reporting, and forecasting needs
- Defined and measures KPIs to optimize marketing operations to increase both the total revenue and share of marketing contribution
- This includes,
- Marketing funnel performance metrics (Inquiry, MQL, SAL, SQL, Opportunity)
- Lead scoring/account intelligence
- Attribution and media-mix modeling
- Ascertain data integrity and use of optimal tools and technologies for efficient data pipeline
- Developed analytical plans for data cleaning, data mining, predictive modeling, database design, statistical approaches, and A/B testing for data-driven decision making
- Managed Tableau dashboard to support executive reporting

LEAD DATA SCIENTIST

07/2018 to 10/2020

Accenture Contractor Jobs | Houston, TX

- Provided analytics solutions to VP level executives to make cost effective decisions in marketing, sales/ enrollment and workforce management using artificial intelligence
- Managed comprehensive AI/ML strategy from conception thru design thru production which led K12 for more than ever year-over-year ROI growth
- Built marketing optimization engine which includes
- Lead scoring model
- Life-time value calculation
- Forecasting models for marketing funnel (web traffic, call center traffic, leads, opportunity, sales, enrollments)
- Campaign sequencing, multi-touch attribution, media-mix modeling, and ROI analysis for digital marketing efficacy
- Marketing operations measurement by defining KPIs, A/B test and statistical modeling
- Marketing automation system using Salesforce & marketing cloud
- Managed data science and data engineering projects and led infrastructure deployment, and maintained scalable data platform in driving strong marketing strategies and availing opportunities
- Built and maintain APIs, user-interface and technology stack for analytical and reporting needs
- Led the planning, budgeting, and forecasting of the marketing department and manage marketing automation systems
- Built data storytelling dashboards and business intelligence (BI) reports for executive reporting
- Derived optimal online marketing strategies by analyzing how search engine management keywords perform in student enrollment and how the enrollment is associated to dollar spend for marketing
- Built tools and plan budget to optimize workforce and robotic needs to meet peak-season demand
- Tools Used: Machine Learning, Python, R, C++, JavaScript, Hive, H2O, AWS EC2/EMR/S3, Scikit-learn, Seaborn, Plotly, Dash, Pandas, Numpy, Selenium, Web Scraping, MS SQL, MS Excel, Adobe Analytics, Salesforce, Marketing Cloud, Tableau

DATA ENGINEERING CONSULTANT

01/2017 to 07/2018

Accenture Contractor Jobs | Florham Park, NJ

- Developed and implemented data pipelines to clean and process large datasets using SQL and Python in PySpark framework
- Enhanced and integrated new features into existing application frameworks to accelerate the data integration process using R and Python in Unix environment
- Optimized data visualization using matplotlib, plotly, seaborn and ggplot
- Created Hive queries that help for sales analysis by comparing fresh data with legacy data
- Involved in cleansing the messy data coming from a various source in AWS EC2 environment, and loading the clean data to AWS S3
- Designed and developed regression, classification, clustering, and natural language processing based predictive models to determine customer behaviors to enhance sales and marketing forecasting using Scikit-learn and spark MLlib with accuracy more than 96%
- Performed churn analysis on multiple products with an accuracy more than 91% which helped to save more than 200000 customers from unsubscribing the products
- Derived stored procedure in Teradata, Oracle and Sybase databases to support report delivery
- Tools Used: Machine Learning, Tensorflow, Python, C++, R, Hive, Spark, AWS EC2 & S3, Scikit-learn, Seaborn, Plotly, ggplot, Pandas, Numpy, SciPy, Tableau, Teradata, Sybase, Oracle, Unix

DATA ANALYTICS CONSULTANT

05/2016 to 12/2016

Erg Group | Arlington, VA

- Used Python based data manipulation and visualization tools such as Pandas, Matplotlib, Seaborn to clean corrupted data and develop data pipelines to support business requested reports
- Developed Tableau based dashboard from oracle database to present to business team for data visualization purpose
- Architected and implemented SQL workflows to identify the discrepancies on customer accounts and their products between legacy and target system
- Integrated the various file system coming from different sources into MS SQL database and created visualization using SSIS/SSRS
- Streamlined a process to fine tune the quality of data for a data conversion project
- Guided the juniors and interns on data conversion process and designing ETL process using SQL
- Tools Used: Python, Pandas, Numpy, Matplotlib, Seaborn, Plotly, Tableau, SQL, SSIS, SSRS, Oracle, MS SQL, HP ALM, PuTTY, Linux

DATA ANALYTICS CONSULTANT

05/2015 to 05/2016

Bed Bath & Beyond | Silverdale, WA

- Extensively worked on cleaning of source data to fit the target system requirement using Python and creating data-based applications
- Developed and maintained complex SQL queries in Oracle, MS SQL and IBM DB2 to create and populate tables in data warehouse for daily reporting across departments
- Streamlined data pipelines to support batch processing, bill cycle adjustment and data extract for over 5 million customers
- Created customized reports and dashboards in Tableau after completion of each mini-SDLC to help making business decision
- Generated visualization effects to compare source and target data using Matplotlib, Seaborn, SSRS
- Involved in conversion code development, test, and deployment activities, planning and establishing cutover and post-cutover activities and support
- Coordinated with system testing and UAT testing team to fine tune quality of the data conversion through ALM platform
- Tools Used: Oracle, IBM DB2, MS SQL, SSIS, SSRS, Tableau, Jupyter Notebook, Pandas, Numpy, Matplotlib, PostgreSQL, ALM, SQL Developer, AS/400, Microsoft Visio, Informatica, SharePoint, Erwin

PROJECT ASSISTANT

08/2013 to 12/2014

University Of New Mexico | City, STATE

- Worked in together with senior members to develop simulation code after analyzing the raw data using Matlab, C++ and Python
- Accessed, explored, and analyzed unstructured data related to radar signal processing
- Assisted other senior members on designing machine learning algorithms such as regression, classification, clustering, neural net and dimensionality reduction techniques
- Used techniques for cleaning, exploring, visualizing, and combining complex multivariate data sets using various tools of Matlab and Python
- Created entity relationship diagrams and then converting them into logical and physical model
- Streamlined a process to store structured data into Oracle database after successful simulation
- Developed and deployed a project related websites via HTML, CSS, Javascript and PHP frameworks
- Responsible for writing up research papers and presenting research findings to senior managers and at academic meetings
- Tools Used: Matlab, Python, C++, Machine Learning, HTML, CSS, PHP, JavaScript, Wordpress, Erwin, Logical/Physical Data Modeling, Linux, Oracle

WEB ANALYST

10/2012 to 07/2013

IT Training Nepal | Nepal

- Gathered and refined specifications and requirements based on technical needs
- Worked in cleaning data using various tools of Python before generating end-user business report
- Integrated both structured and unstructured data from various back-end services and databases to support web applications
- Worked with senior developers to manage large, complex design projects for corporate clients during various project assignments
- Generated data analysis reports for legacy, production, and user interface systems
- Extracted data from Oracle, SQL Server and DB2 to load into a single data warehouse repository
- Created entity relationship diagrams and multidimensional data models, reports and diagrams as per companies' marketing needs
- Tools Used: Python, Oracle, MS SQL, SSIS, SSRS, Matlab, C++, HTML, CSS, PHP, Javascript, Wordpress

EDUCATION

Ph.D. | Business Analytics & Data Science

2022

Capitol Technology University, Laurel, MD

M.S. | Electrical Engineering

University of New Mexico, Albuquerque, NM

GPA: 4.00/4.00

Bachelor of Electronics and Communication Engineering

Purbanchal University, Biratnagar, Nepal

GPA: 3.52/4.00

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CONSUMERTRACK INC | Remote

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K12 INC | Herndon, Virginia

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