First Last

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EXPERIENCE

2018-Present **RESUME WORDED & CO.**   San Francisco, CA
Senior Data Scientist
- Developed customer segmentation algorithm in R which increased sales leads by 32% leading to an increased market share.
- Increased digital sales by improving e-commerce experience on existing websites through 25+ A/B tests, resulting in 200% increase in online orders the following year, ahead of schedule by 6 months.
- Established strategy dashboards and charts informing and compiling multiple strategies and market and user insights, improving data visibility by 45%.
- Collaborated with data engineers and team leads to create solutions increasing company's growth by 18%.

2014-2017 **GROWTHSI**   New York, NY
Data Scientist (2015-2017)
- Designed, executed, and optimized digital marketing campaign on Google AdWords; led to 20% increase in ROI.
- Updated existing data streamlining processes, resulting in a 18% redundancy reduction.
- Organized a 2-day data conference with 100+ attendees, promoted event, secured attendance, liaised with sponsors, generating $40K revenue.
- Created and presented models for potential holdings to senior managers, achieving 20% higher returns compared to previous years.
- Coached 30 summer interns and launched a mentorship program for new joiners in the Berlin office.

Associate Data Scientist (2014)
- Promoted within 6 months of strong job performance - ahead of schedule by 6 months.
- Led consolidation of 5 data systems into 1, resulting in 60k in annual savings.
- Developed a prototype to identify essential influencers on social media clustering techniques over 150,000 data points in Python.
- Predicted stock price with a 15% higher efficiency rate than traditional methods.

2012-2014 **RESUME WORDED & CO.**   San Francisco, CA
Associate Data Scientist
- Implemented demand forecasting models, improving data forecast and accuracy by 45%.
- Utilized web scraping techniques to help the firm download public data, including 10,000 company descriptions and quotes, resulting in 50% increment in research efficiency.

EDUCATION

2014-2016 **RESUME WORDED ENGINEERING SCHOOL**   New York, NY
Master of Data Science; Minor in Business Analytics
- Awards: Bill & Melinda Gates Fellow (only 5 awarded to class).

2007-2011 **RESUME WORDED UNIVERSITY**   San Francisco, CA
Bachelor's in Marketing: Major in Web Analytics

OTHER

- Languages: English (native), French (intermediate, fluent).
- Technical Skills: Microsoft Access, SQL, Python, Agile Project Management, Excel.
- Certifications: Project Management Professional (PMP) (August 2016).
- Volunteering: Volunteered 25 hours/month at ABC Foundation (2012-2014).