ASHLEY BROOKS |Data Analyst

ashesval@gmail.com | 217-208-2248
www.linkedin.com/in/ashley-brooks91 | www.github.com/AshleyBrooks213

SKILLS

Python | PostgreSQL | SQLite | EDA | Visualizations | Supervised/Unsupervised Machine Learning | Natural Language Processing | Convolutional Neural Networks | Tensorflow | Keras | Pytorch | Torch | FastAPI | Flask | Tweepy| Excel

RELEVANT PROFESSIONAL EXPERIENCE

Support Hour Lead | Lambda School | San Francisco, CA (Remote)   January 2021 - Present
- Lead supplemental instruction on data science and analysis concepts including NLP, machine learning, Python, and Flask and FastAPI deployment.
- Provide guidance, support, and opportunities to enhance student's data science skills, including Python and SQL code review and suggestions on code improvement.

Data Scientist/Data Engineer | Lambda School/Human Rights First | (Remote)   Github | Blog   April 2021 - May 2021
- Collaborated with a team of Data Scientists and Web Developers to create a web app to track possible reports of Police use of force.
- Built state-of-the-art Google BERT model to predict true instances and use as input for existing K-Nearest Neighbors model to improve prediction accuracy.
- Engineered training, validation, and testing sets using tweets scraped from Twitter API using tweepy.
- Lead ideation and planning to build Twitter bot to retrieve location data and ways to improve use of force ranking system.
- Volunteering to guide and support onboarding engineers in order to increase productivity and be ready to ship product by end of month.

Multimedia Marketing Consultant | The Journal Gazette & Times Courier | Mattoon, IL   May 2019 - November 2019
- Analyzed sales data using customized Microsoft Excel macros and built no-code dashboards to visualize data -- using this analysis, the sales team developed an improved plan of action for cold call lists and sales goals that enabled the team to exceed monthly sales goals for 3 months in a row.
- Consistently exceeded monthly sales goals and utilized this experience to improve upon the team's internal documentation; creating internal and external publications, ads, marketing strategies and materials.
- Up-skilled on Google metrics, developer tools, and social media analytics alongside daily job requirements; used the experiences to develop retargeting ad campaigns and strategies that saw a 30% increase in site traffic and 5% uptick in conversion.

PROJECTS

Data Engineer/Software Engineer | Spotify Song Suggestor (Team of 4) | GitHub   December 2020 - January 2021
A web application designed for film consumers and their movie recommendations.
Python | SQL | FastAPI | K-Nearest Neighbors | Visualizations |
- Collaborated with a team of 4 Data Scientists to build a web app to predict songs and artists on Spotify based on user inputs
- Implemented K-Nearest Neighbors model and used the Fast API framework to deploy to Heroku

Data Scientist | Will Your App be a Success in the Google Playstore? | GitHub   October 2020 - November 2020
A data exploration to find what makes an app successful in the Google Playstore.
Python | Linear and Logistic Regression | Random Forest Classifier | Gradient and XGBoost | Visualizations |
- Explored different Machine Learning options to find best results for task. Used SMOTE to balance data.
- Wrote a blog for technical and non-technical audiences and showed visuals using Matplotlib, Seaborn, Plotly Express, Pdpbox, and Shap.
- Blog was published by The Startup.

EDUCATION

Lambda School | Data Science & Computer Science | Remote   September 2020 - May 2021
Lakeland College | Business Administration (1 year) | Mattoon, IL   August 2016 - May 2017