|  |  |  |  |
| --- | --- | --- | --- |
| Bakhtiyar Ruzybayev  206 Bentley Ridge Blvd., Lancaster, PA 17602  302 650 6420  bakhtiyaruz@gmail.com | | | |
| Summary | | | |
|  | More than 8 years of experience with data analytics and solving problems with large sets of data. | | |
| Experience | | | |
|  | | Principal Data Scientist / Analyst | 06/01/2014 - Present |
|  | | Capital One   * Experience in consumer banking and digital marketing   + Target segmentation and optimization for improved marketing performance with Facebook look-alike campaigns.   + Target Modeling for improved Net Present Value and Net Promoter Score   + Developing Tableau dashboards for performance monitoring   Implementation and transition to Hadoop Big Data platform  Instructorship for Python, Big Data foundation classes  Fuzzy string matching for Anti Money Laundering analysis  Machine learning with python: clustering, support vector machines  Investigation of new tools: D3JS, Network graphs, Sentiment Analysis   * Solid understanding of the display, search and affiliate data from Double Click, Traffic Buyer and Adobe Site Catalyst * Initiated and implemented never existing before in Capital One 360 Time Decay multi-channel attribution process providing insights into the true profitability of the direct mail, email and online marketing channels * Successfully designed and implemented in Tableau/D3/SAS/Python/Teradata marketing horizontal analytics tool used on a daily basis to track and analyze major balance growth initiatives across direct and local banks * Played major role in the successful integration of the ING Direct customer base during acquisition by COF * Optimized campaign execution process reducing overall time from two weeks to three days   Primary responsibilities include design and development of server code.  Developed and tested new financial reporting system using Visual Basic.  Performed Y2K modifications on existing financial software. | |
|  | | Post-Doctoral Fellow / Research Assistant | 01/01/2008 - 05/30/2014 |
|  | | University of Delaware  Developed online and batch test plans using Y2K critical test dates.  Developed and tested the new inventory management system using C++.  Modified and tested order processing system using C++. | |
|  | | Information System Specialist | [Dates] |
|  | | [Company Name]  Provided object-oriented design, programming and implementation support to the customer billing system, written in C++.  Prepared test plans and data, and user documentation for customer billing system.  Problem-solved hardware issues with fault-tolerant hard drives. | |
| Computer skills | | | |
|  | Languages Proficient in: Python, R, SQL  Familiar with: C++ Software Teradata SQL, Tableau,  Platforms: Microsoft Windows® XP and Microsoft Windows 7 | | |
| Education | | | |
|  | | **PhD in Physics and Astronomy**, University of Delaware (Newark, Delaware), June, 2012   * **ME in Physics Education**, Middle East Technical University (Ankara, Turkey), June, 2005   **BS in Physics**, Middle East Technical University (Ankara, Turkey), June, 2005 | |

·    Five years of experience in consumer banking industry with proven results in marketing optimization, analytics and execution areas

·    Solid understanding of the display, search and affiliate data from Double Click, Traffic Buyer and Adobe Site Catalyst

·    Initiated and implemented never existing before in Capital One 360 Time Decay multi-channel attribution process providing insights into the true profitability of the direct mail, email and online marketing channels

·    Successfully designed and implemented in Tableau/D3/SAS/Python/Teradata marketing horizontal analytics tool used on a daily basis to track and analyze major balance growth initiatives across direct and local banks

·    Played major role in the successful integration of the ING Direct customer base during acquisition by COF

·    Optimized campaign execution process reducing overall time from two weeks to three days