

# JAMES LEE

## Senior Data Scientist |

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Toronto, Canada

## SUMMARY

With 7 years experience working as a data scientist and more than ten years of strong academic background in analytical modeling and programming, I strive to bring high-quality business intelligence solutions to businesses seeking higher efficiency. With expertise in advanced statistical algorithms, machine learning and forecasting, I have also worked on over 1150 high performance parallel processing applications using Python and R

## EXPERIENCE

### Senior Data Scientist - Marketing Team

#### Hilo Labs

04/2019 - 10/2021 Toronto, Canada

- Turned data into actionable insights, providing C-suite stakeholders with insightful recommendations to streamline business operations and improve customer experience.
- Generated statistical reports and visualizations, providing key insights for more than 20 marketing campaigns and initiatives, including A/B testing, customer retention, brand awareness, and global expansion.
- Worked with senior leadership to develop and implement digital marketing strategy, identifying and implementing new tactics to improve campaign performance by 50%, resulting in 250% increase in revenue from search marketing campaigns.

### Data Engineer

#### KnovaTek

09/2017 - 04/2019 Toronto, Canada

- Designed and implemented a machine learning system that predicts hardware malfunction with more than 80% accuracy.
- Created global and personalized real time reports system for executives stakeholders and processes in SAS, Tableau, and proprietary systems.
- Worked closely with a team of data engineers and BI analysts to improve the efficiency customer recommendation analytics engine by 33%.

### Software Engineer

#### MarkiTech

07/2014 - 09/2017 Toronto, Canada

- Collected technical requirements for \$500K+ customer accounts, defining data rules for and KPIs for performance metrics.
- Perform HR data collection and a variety of statistical analyses using Microsoft Excel, SAS, Tableau and Python.
- Assisted senior data science team in building innovative machine learning models and segmentations for personalization initiatives to drive margin, revenue, and conversion.

## EDUCATION

### BS: Data Science

#### 名古屋大学

2010 - 2014

GPA

3.7 / 4.0

## TECH STACK

Python R TensorFlow Pytorch

Jupyter Spark Airflow SQL

Selenium Scraping

NLP NLG Computer Vision

Fintech SAS programming

## KEY ACCOMPLISHMENTS

### Implemented and designed a machine learning system

that predicted malfunctions in server hardware with more than 80% accuracy.

### Optimized customer recommendations model

that resulted in 22% revenue growth in regional stores.

## STRENGTHS



### International internships and experience

4 internships in Singapore and Norway



### Hard-working

Studying 2 majors simultaneously while - for some time - also working alongside at Deloitte. Habituated to long days.



### Solving complex problems

Due to my Law and IT education