

## Kendall Jackson

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### SKILLS & LANGUAGES

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**Languages & Databases:** Python, SQL, JavaScript, R, CSS, HTML, VBA | MySQL, MongoDB, PostgreSQL, ETL Process

**Data Manipulation & Visualization:** Pandas, Numpy, Matplotlib, Plotly, Beautiful Soup, Seaborn, D3.js, jQuery

**Other:** Flask, Heroku, Git, Tableau, Big Data Analytics (Hadoop), TensorFlow, Sklearn, Statistics

### WORK EXPERIENCE

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#### Royal Greens Delivery

**Oakland, Ca**

*Data Analyst*

*October 2018 – Present*

- Fostered a success-orientated culture by serving as the Scrum Master and supervising all day-to-day operations, leading daily stand-ups, and managing project plans.
- Conducted UX Research, quantifying qualitative data through strategic survey designs, parsing through user data using Python, R, and SQL to augment marketing approaches, increasing sales by 27%.
- Designed KPI dashboards using Python, R, and JavaScript to identify bottlenecks affecting our production process and inventory purchases, driving down costs by 7%.

#### BitBroker Labs

**Berkeley, CA**

*Data Science Intern*

*May 2019 – September 2019*

- Analyzed user data from SQL to find patterns in user interaction between 1,000+ customers and clients weekly, providing suggestions on how to scale website through multiple channels.
- Refactored HTML, CSS, and jQuery code based on A/B test results which increased click through rate by 3% and improved website usability for 250+ visitors daily.
- Collaborated with the Biz Dev teams building \$250,000 in capital and partnerships through CRM including HubSpot, resulting in multiple partnership with SBM companies including Product Hunt, Tech Crunch, Berkeley SkyDeck and Welcome.ai.

#### Boies Schiller Flexner LLP

**New York, NY**

*Analytics Paralegal*

*June 2017 – October 2018*

- Consulted high profile clients by researching, analyzing, and QCing various documents using legal databases to aid attorneys.
- Acted as Analytics /Tech Lead during the US v. Galanis trial, writing algorithms in R based on acquired data, creating efficient processes and visualizations such as graphs, and charts for the jury, and using analytical models that lead to a Rule 33 motion.

#### RR Donnelley

**New York, NY**

*Data Analytics Intern*

*June 2016 – August 2016*

- Collected Big Data in Hadoop and used Tableau to devise efficient routes for product deliveries, resulting in cost and time optimization by 21%.
- Implemented and designed KPI dashboards using Python and JavaScript, presenting current and future state findings to 10+ senior management executives including the CEO, VPs, and Managers.
- Created a database with PostgreSQL, aggregating market research on competitors using R to drive development of 3+ microsites.
- Drafted content using HTML, CSS, and JavaScript code for internal marketing communications to promote new products, collateral, and sales tools to 50,000+ potential clients.

### PROJECTS

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#### World Happiness: Lead Data Scientist

*March 2019 - Present*

- Developed a Heroku web app through Git which examined key variables to help illustrate the importance of happiness.
- Utilized Pandas for data wrangling to restructure the raw data, increasing the efficiency of finding key statistics.
- Stored happiness data from the United Nations World Data Forum into a SQL database, completing the ETL process, and used SQLAlchemy to perform CRUD operations.
- Created a REST API with Flask using Python as a server-side language allowing users to request information from a SQL Database.
- Received responses through HTTP GET and POST protocol to visualize key statistics using JavaScript, D3.js, Plotly, and CSS.
- Applied collected data in collaboration with Non-Profits, Startups, and Apps such as the JED foundation, and Trippie to design marketing strategies and to produce new features in order to augment user experience.

#### Mars Mission: Lead Data Scientist

*June 2019 – Present*

- Designed a REST API with Flask that scraped 4 websites for updates on Mars mission with featured images, tweets, and Mars facts for Mars/Space enthusiasts.
- Accomplished initial scraping using BeautifulSoup, automating the browsers actions using Splinter which optimized time by 99%.
- Stored the scraped data from 4 websites into a MongoDB database and displayed the information onto an HTML webpage.

### EDUCATION

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**Columbia University | New York, NY:** Bachelor of Arts in Psychology, Business Management with a focus in Data Science

- KDR Academic Scholarship Award, Men's Varsity Basketball, Application Development Initiative, CU Data Science Society

**University of California Berkeley Extension | Berkeley, CA:** Data Science/Analyst Program

**Other Certifications:** Udacity: Data Structures and Algorithms Certificate, Coursera: Machine Learning with Python Certificate