

Emma Woods

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Data Science Portfolio: <https://emmawoods73.github.io/>

Qualified data science professional with an extensive background in startup environments where wearing multiple hats is key. Proficient in machine learning and predictive modeling, with a passion for data visualization and storytelling. A highly personable and effective leader with proven background in project management, looking to leverage these talents within the field of data science and analytics.

EDUCATION

Syracuse University
Master of Science

Syracuse, NY
April 2019 - September 2020

- M.S. in Applied Data Science.
- GPA: 3.96 / 4.0.

University of North London
Bachelor of Science

London, U.K.
September 1994 - July 1997

- B. Sc. in Information Studies with minor in German.
- Graduated with 1:1 (summa cum laude).

WORK EXPERIENCE

SuperMarket Television

Director of Advertising Operations

February 2019 - February 2020

- Directed team of 2 software engineers in operation and maintenance of proprietary video ad delivery platform operating in 100+ retail stores.
- Collaborated with regional and national marketing partners to create targeted advertising strategies for key customer demographics.
- Instructed creative process to develop custom advertising initiatives for 2 major retail brands.

The Convenience Network

Director of Affiliate Relations

August 2013 - February 2019

- Oversaw team of 2 software engineers in maintenance of proprietary video ad delivery platform.
- Led client support initiatives for network of 500+ retail sites.
- Executed project management strategy for installation of 350 affiliate sites with \$1m budget.

Voices Heard Media, Inc

VP Sales Operations

September 2010 - August 2013

- Established customer relations and data analytics initiatives for online user engagement platform of 50+ clients.
- Instructed team of 6 Account Managers in sales support and technical training directives.

Internap Network Services

Director of Advertising Product Management

May 2007 - April 2009

- Directed CDN business unit of 10+ employees, overseeing product strategy and roadmap for streaming advertising platform integration.
- Guided initiatives to integrate product functionality within core CDN of 100+ customers, promoting value-added differentiation.
- Chaired keynote speech and round table discussion at NAB and Streaming Media Europe conferences.

- Implemented innovative pricing scheme transforming client accounts to monthly recurring revenue, ensuring 25% income growth.
- As key subject matter expert, translated information highly technical in nature to executives and senior staff.

Vitalstream, Inc.

Director of Advertising Projects

May 2006 - May 2007

- Spearheaded integration of ad services unit, including knowledge dissemination, training, and support to team of 30+ sales professionals.

Eonstreams, Inc.

Project Manager

August 2002 - May 2006

- Piloted project management strategy to develop streaming ad insertion technology for 20+ broadcast clients, from Clear Channel to local radio stations.

SKILLS

- Coding: Python, R, SQL.
- Data Science: Supervised/Unsupervised Machine Learning, Statistical Modeling, Text Mining, NLP.
- Information Visualization: ggplot, Adobe, Tableau.
- Business Analytics; Marketing Analytics.
- Agile Project Management Techniques.

CERTIFICATIONS

Project Management Institute

January 2019

Project Management Professional (PMP) Certification.

April 1999

Microsoft Certified Systems Engineer (MCSE).