ESTELLE BARNOUD

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Email | LinkedIn | GitHub | Website

EDUCATION

Columbia University | GPA: 3.8/4.0   Aug'18 – Dec'19
Master of Science in Management Science and Engineering   New York, NY

- *Probability, Statistics & Simulation, Optimization, Stochastic Modeling*
- *Business Analytics, Demand & Supply Analytics, Operations Consulting, Operations Strategy, Entrepreneurship*

Télécom ParisTech, Institut Mines-Télécom | GPA: 3.8/4.0   Sep'16 – Dec'19
Diplôme d'ingénieur – Master of Science in Data Science   Paris, FR

- Data Science: *Statistics, Optimization, Data Mining, Databases, Machine Learning, Algorithmics, Programming*
- Strategy, Innovation & Markets: *Entrepreneurship, Innovation Management & Design, Applied Project (see below)*

WORK EXPERIENCE

L'Oréal | Data Scientist & Analyst, Revenue Growth Management - Advanced Analytics   Feb'20 – Present
- Designing hierarchical Bayes estimation with choice-based conjoint research to understand customer   New York, NY
  behavior and optimize brands portfolio & pricing
- Using Machine Learning (e.g. Text Mining) to provide recommendations based on customer insight
- Automating processes (e.g. scraping, research design) to boost RGM efficiency *[Python][VBA]*

CybelAngel | Business Analyst   May'19 – Feb'20
- Prepared business data & slides for pitch deck to raise $36M in series B round   New York, NY
- Analyzed & forecasted marketing and sales performance to recommend data-driven strategies
- Worked cross-teams on systematic tracking of KPIs; optimized sales & marketing processes

Bill & Melinda Gates Foundation | Data Science Consultant | Columbia   Sep'18 – May'19
- Created statistical machine learning robots to build linguistic glossaries *[Python]*   New York, NY
- Implemented recurrent neural network to translate sentence-to-sentence *[TensorFlow][Python]*

Blue Cloud Ventures | Data Science Consultant | Columbia   Sep'18 – May'19
- Automated search of new startups to invest in through ranking dashboard tool *[scraping][Power BI]*   New York, NY

ACADEMIC & ASSOCIATIVE PROJECTS

Idées Citoyennes | Founder, Product Developer & Manager | Télécom   Feb'18 – Jun'18
- Benchmarked existing digital infrastructures and led survey on how citizens perceive their engagement   Paris, FR
- Developed MVP web platform using opensource & most used technologies *[React][Redux][Node.js]*

Calm | Data Analyst | Télécom
- Defined key metrics for non-profit organization enabling citizens to host refugees in 8-student team   Jun'17 – Jun'17
- Extracted insights & build visualization dashboard *[Python][HTML/CSS/JavaScript]*   Paris, FR

Make A Difference TPT | Chairperson | 1st student club at Télécom for sustainable development   Apr'17 – May'18
- Founded & chaired the association; Directed & led projects such as charity work and recycling   Paris, FR
- Organized €1500+ event of 100+ attendants to raise awareness about disabilities

SKILLS

Software: Python: *sklearn, pandas*; R   **OS**: Linux & Windows   **Web**: HTML/CSS/JS, React   **Other**: Git, SQL, Power BI, VBA
Spoken Languages: French (native) - German (basic) - Spanish (basic) - Chinese (basic)
Interests: Violin & Piano (classical, since 2000) - Singing (regional concerts) - Rowing (national competitions | 2010-2016)