

# Ethan M Roberts

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## Skills

**Languages & Packages:** Python, SQL, R, VBA, Pandas, Numpy, Scikit-Learn, NLTK, PyTorch

**Analysis & Methods:** Data Analysis, Statistical Analysis, Machine Learning, Neural Networks, Transformers, Data Modeling, NLP

**Business:** Snowflake, Fivetran, AWS S3, Process Analysis, Project Management, Tableau, Team Leadership

## Work Experience

**Paramark** - Founding Solutions Engineer - *San Francisco, CA*

05/2025 - Current

- Lead the design and analysis of marketing experiments, ensuring statistical rigor through power analysis and significance testing
- Build and maintain end-to-end data workflows for customer marketing datasets, ETL, EDA, ML model training, and performance evaluation
- Collaborate with Prod and Growth teams to translate data into actionable insights, directly influencing product roadmap and customer decision-making
- Help hire, train, and mentor new engineers, and develop team processes and documentation

**Georgia Institute of Technology** - Instructional Associate - *Remote, CA*

06/2024 - Current

- Teach data science, machine learning, and business analytics concepts to entry level students
- Assist in curriculum development and updates, grading, teaching, and monitoring student forums

**Netbase Quid** - Senior Business Analyst - *Santa Clara, CA*

11/2021 - 11/2024

- Developed and deployed forecasting ML models in Python, reducing average error from +16% to +1.5%
- Identified waste in forecasting process through data collection, exploration and financial model prototyping leading to a more scalable process, reducing time spent on forecasting tasks by 80%
- Led financial and accounting forecasting using data-driven insights; designing and implementing process improvements with cross-functional teams that reduced processing time by 50% and manual errors by 90%, presenting results to C-suite stakeholders.
- Owned business-side process analysis,

**iPayables, Inc** - Revenue Operations Analyst - *Aliso Viejo, CA*

4/2019 - 10/2021

- Developed and implemented A/B experiments (DOE) for marketing assets, resulting in an increase of click-through rates from 5% to 13% on ads, and 15% to 22% on whitepapers
- Formalized GTM reporting and data storage, leading to a sales pipeline increase of over 20%, and a 541% increase in leads

## Projects

**[Breaking Grad\(ients\)](#)** - This Deep Learning project explores the effects of Fast Gradient Sign Method attacks on pre-trained models such as EfficientNet, Data Efficient Image Transformers, and our custom CNN. We show how these models react to FGSM when discriminating between AI generated and naturally generated images.

**[Pokemon Team Generator](#)** - This Streamlit tool utilizes the Pokebase API to gather detailed Pokemon data, comparing to user inputs and giving a team of Pokemon based on personality matches. The project utilizes NLP techniques such as Bag of Words (BoW), Term Frequency-Inverse Document Frequency (TF-IDF), BERT, GloVe.

## Education & Awards

**Georgia Institute of Technology** - Master of Science – Analytics

**Brigham Young University Hawai'i** - Bachelor of Science – Computer Science

**Boy Scouts of America** - Eagle Scout