

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

- Led the design and analysis of marketing experiments, ensuring statistical rigor through proper randomization, 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
- Helping hire, train, and mentor new engineers, as well as develop team processes and documentation

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

06/2024 - Current

- Teaching 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