CHARLOTTE MAY

Senior Data Scientist | CAP | DASCA

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📍 Phoenix, AZ

SUMMARY

With eight years experience working as a data scientist and more than ten years of strong academic background in analytical modeling and programming, I strive to bring high-quality business intelligence solutions to businesses seeking higher efficiency. With expertise in advanced statistical algorithms, machine learning and forecasting, I have also worked on over 1150 high performance parallel processing applications using C++ and C.

EXPERIENCE

Senior Data Scientist - Marketing Team

Dell

📅 2018 - Present   📍 Phoenix, AZ

- Turned data into actionable insights, providing C-suite stakeholders with insightful recommendations to streamline business operations and improve customer experience.
- Generated statistical reports and visualizations, providing key insights for more than 20 marketing campaigns and initiatives, including A/B testing, customer retention, brand awareness, and global expansion.
- Worked with senior leadership to develop and implement digital marketing strategy, identifying and implementing new tactics to improve campaign performance by 50%, resulting in 250% increase in revenue from search marketing campaigns.

Senior Data Scientist

Metro

📅 2018 - 2020   📍 Phoenix, AZ

- Designed and implemented a machine learning system that predicts hardware malfunction with more than 80% accuracy.
- Created global and personalized real time reports system for executives stakeholders and processes in SAS, Tableau, and proprietary systems.
- Worked closely with a team of data engineers and BI analysts to improve the efficiency customer recommendation analytics engine by 33%.

Data Scientist

Drouin S.A.R.L.

📅 2014 - 2018   📍 Phoenix, AZ

- Collected technical requirements for $500K+ customer accounts, defining data rules for and KPIs for performance metrics.
- Perform HR data collection and a variety of statistical analyses using Microsoft Excel, SAS, Tableau and Python.
- Assisted senior data science team in building innovative machine learning models and segmentations for personalization initiatives to drive margin, revenue, and conversion.

TECH STACK

PythonJavaCScalaRHadoopRapid Miner QlikViewMonboDB

HDFSHBaseMapReduce

flaskscikit-learnSAS programmingSPSS

KEY ACCOMPLISHMENTS

Implemented and designed a machine learning system

that predicted malfunctions in server hardware with more than 80% accuracy.

Optimized customer recommendations model

that resulted in 22% revenue growth in regional stores.

STRENGTHS

✈ **International internships and experience**

4 internships in Singapore and Norway

✏ **Hard-working**

Studying 2 majors simultaneously while - for some time - also working alongside at Deloitte. Habituated to long days.

🎓 **Solving complex problems**

Due to my Law and IT education