CM

CHARLOTTE MAY
Senior Data Scientist | CAP | DASCA

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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

Dell
Location

Senior Data Scientist - Marketing Team
Date period

- 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.

Metro
Phoenix, AZ

Senior Data Scientist
2018 - 2020

- 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%.

Drouin S.A.R.L.
Phoenix, AZ

Data Scientist
2014 - 2018

- 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.

Education

UC, Berkley

BS: Data Science │ GPA: **4.0** / 4.0
2008 - 2012

TECH STACK

Python · Java · C · Scala · R · Hadoop · Rapid Miner · QlikView · MonboDB

HDFS · HBase · MapReduce

flask · scikit-learn · SAS programming · SPSS

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