

# Jordan Gates

## Data Scientist

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Data scientist who creates and implements solutions to real-world problems through a first principles approach. My focus on communication, innovation, and team synchronization help me to ensure that target goals are accomplished. Finding new ways to leverage data and make better-informed decisions is what motivates my continuous improvement as a data scientist.

### SKILLS

Python | SQL | HTML5 | Pandas | Numpy | Matplotlib | Seaborn | Scikit-Learn | Tensorflow | Keras | Pyspark | Neural Networks | Time Series Analysis | ARIMA | Machine Learning | Linear Regression | Logistic Regression | Decision Trees | Random Forests | Gridsearch | CART | Bagging | Boosting | Stacking | Natural Language Processing (NLP) | Natural Language Tool-Kit | Beautiful Soup | Web Scraping | Git | Github | Google Cloud Platform | Computer Vision | OpenCV | PIL | Pytesseract | Microsoft Office (Word, Excel, PowerPoint, etc.)

### Relevant Experience

#### Predicting Physiological Sports Performance Metrics with Neural Networks

**Role: Data Scientist | Jan 2022 |** <https://jgates62.github.io/#first>

- Reproduced and improved results from a technical study titled 'Predicting oxygen consumption in high intensity cycling exercise' through the use of more complex neural network modeling.
- Utilized a similar RNN model on real world time series data in order to predict the future heart rate of an athlete throughout a workout.

#### Unemployment Factors and Analysis

**Roles: Researcher, Machine Learning Engineer | Dec 2021 |** <https://jgates62.github.io/#second>

- Worked with a team to merge, clean, and preprocess data from a wide range of online data sources in order to analyze the relationships that exist between unemployment rate and other factors that have the potential to influence unemployment rate.
- Developed and tested a product that would predict the unemployment rates of various counties across the US through the use of statistical modeling.

#### Good Fast Cheap Tradeoff - Income Prediction Hackathon

**Role: Data Scientist | Nov 2021 |** <https://jgates62.github.io/#third>

- Keeping in mind the 'Good Fast Cheap' project management dilemma, worked with a team to analyze certain profile information and predict if a person's income is in excess of \$50,000.
- Contributed to the product development and testing of an AdaBoost classification model that predicted income with 84% accuracy, as well as the data cleaning and preprocessing necessary to develop a functional dataset.

#### Evaluating Text with Natural Language Processing (NLP)

**Role: Data Engineer | Nov 2021 |** <https://jgates62.github.io/#fourth>

- Data Collection - Scraped 2,000 posts from two different subreddits, and formatted the data into a csv file
- Utilized statistical analysis to build a list of key stopwords that would benefit the performance of a machine learning model.
- Predicted the subreddit that a post came from with 90% accuracy by building a logistic regression machine learning model.
- Utilized Logistic Regression and Random Forest ml models with various Grid Search hyperparameters in order to optimize accuracy.

#### Ap and Act Test Performance Analysis

**Role: Data Analyst | Oct 2021 |** <https://jgates62.github.io/#sixth>

- Utilized three datasets on high school AP test scores, ACT test scores, and college acceptance rates, and analyzed the relationship between AP test performance and admittance to particular colleges.

## PROFESSIONAL EXPERIENCE

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### **Data Analyst, Marketing Strategist | BrandX Marketing**

Remote / Hybrid | May 2020 - May 2021

- Collected and analyzed data from a variety of sources to predict the performance of potential investments, and presented the insights to stakeholders in this startup environment.
- Utilized statistical analysis on Google Ads internet marketing campaigns to create a customer segmentation strategy that resulted in a positive return on ad spend (ROAS) by serving customers with more relevant solutions.
- Improved cost per conversion by over 15% across all Google Ads campaigns through the use of data analysis, data driven audience segmentation and bidding strategies.

### **Business Analyst | Racers Edge Fabrication**

Newport, Virginia | Feb 2017 - May 2020

- Utilized Google Analytics event tracking to analyze the flow of traffic through sales funnels, implemented A/B split testing and statistical analysis in order to improve conversion rate by over 50%, minimize bounce rate, and classify audiences.
- Set up event tracking analytics for several marketing campaigns on multiple platforms, as well as all sales funnels involved in order to view and evaluate relevant KPIs.
- Monitored various KPIs to analyze business health, evaluate investment performance, and develop business insights to help drive revenue and make informed business decisions.

### **Wheeled Vehicle Mechanic, Wrecker Operator | U.S. Army Reserve**

Bedford, Virginia | Nov 2013 - Nov 2019

- Served as wrecker team leader and mechanic for the 639th Transportation Company, responsible for the management, training, welfare, and performance of several subordinate soldiers, as well as escorting all unit convoys and repairing or recovering any disabled convoy elements.
- Repaired a wide range of military vehicles using the MSD-ICE computer system to troubleshoot and diagnose problems, and worked as part of a team to plan and complete the required repairs safely, quickly, and effectively.

## EDUCATION

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### **General Assembly | Graduated January 2022 | Remote**

Data Science Immersive

Program focal points: Python, SQL, Exploratory Data Analysis, Data Cleaning, Data Visualization, Statistics, Machine Learning, Data Mining, Web Scraping, Natural Language Processing (NLP), Sentiment Analysis

### **Liberty University | Graduated June 2016 | Lynchburg, VA**

B.S. in Criminal Justice, Minor in Strategic Intelligence

Program focal points: Teamwork in a wide range of environments and cultures, Organizational leadership, Reading and writing reports with attention to detail, Giving presentations in an executive summary format, Professional communication with organization leadership