JOHN TATE
Data Scientist

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EXPERIENCE

General Assembly   **Data Science Immersive**   **2016 – Present**

Washington, DC
- Participated in full time immersive course, completing course work, subject labs, class projects, Kaggle competitions, and personal projects covering statistical analysis, machine learning, and data engineering among other topics
- Acquired, cleaned and explored large datasets using Python, SQL, and Tableau
- Completed capstone project combining sales, finance, and marketing data using machine learning and natural language processing to evaluate, categorize and optimize inbound/content marketing efforts
- Worked with data management and big data structures such as relational and NoSQL databases, Hadoop, Spark, and Amazon Web Services

Surprise Ride   **Digital Marketing Manager**   **2015 – 2016**

Washington, DC
- Developed and executed marketing strategies across paid and organic channels
- Responsible for front-end web development to support campaigns and CRO activities, ranging from full redesigns to landing pages and UX improvements
- Managed analytics implementation and analysis for web, marketing and sales efforts with an emphasis on marketing attribution, purchase behavior, and UX
- Managed paid advertising across digital channels (primarily AdWords & Facebook)
- Analyzed sales, operations, and financing data to support fundraising efforts

Grayson Sky   **Lead Strategist**   **2014 – 2015**

Philadelphia, PA
- Conducted market research for existing and prospective clients
- Developed and aligned client marketing strategy to exceed business and KPI goals
- Selected and grew client marketing channels, created campaigns to meet client strategic goals, translated strategic initiatives into creative briefs for production
- Collected and monitored client marketing and sales data, performed and reported analysis, used findings to inform and improve client digital strategy
- Participated in executive business development efforts including conducting in person client pitches along side executive team

SKILLS & TECHNOLOGY

Data Science: Python (pandas, numpy, scipy, scikit-learn, statsmodels, theano, keras, spaCy, nltk, matplotlib), PostgreSQL, Data Aquisition and Cleaning, Machine Learning, Statistical Analysis, Big Data

Marketing/Web Analytics: Google Analytics, Adwords, TagManager, Mixpanel, Optimize.ly, Excel

Front-End Development: HTML5, CSS3, JavaScript, JQuery, Zurb Foundation, Twitter Bootstrap, WordPress

Other: Tableau, Advanced Excel Certified, Adobe Creative Suite, Proposal and Business Plan Development

EDUCATION

General Assembly, Washington, DC   July 2016
Data Science Immersive

Syracuse University, **Martin J. Whitman School of Management**, Syracuse, NY   Fall 2013
B.S. Management, Focus in Entrepreneurship