Abdoul Toure

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SUMMARY

Senior Data Scientist with 8+ years of experience applying AI, machine learning, and statistical modeling to solve business challenges in finance, marketing, and tech. Skilled in building scalable predictive models, deploying end-to-end ML/AI pipelines, and leading cross-functional teams. Proficient in cloud platforms (Azure, AWS), big data tools (Spark, Hive), and programming languages (Python, SQL, R, PySpark). Adjunct Professor in Math and Statistics, known for fostering analytical rigor and mentoring talent.

Professional Experience

Senior Data Scientist   Feb '22 - Present

Amsive   Remote

- **Designed and deployed machine learning models** (e.g., XGBoost, logistic regression, random forest) for customer targeting, boosting campaign ROI by 25%
- **Built scalable data pipelines** using **PySpark, SQL, AWS, and Azure** to process **50 M+ records**, reducing data prep time by **40%**
- **Led 15+ full-lifecycle data science projects**, from business requirement gathering and EDA to model development, validation, and cloud deployment
- Built decile, uplift, and propensity models, improving targeting and cutting acquisition costs by **18%**
- Boosted model performance by **10%** (ROC-AUC, precision, recall) using advanced feature engineering (interaction terms, binning, encoding)

Lead Analytic Consultant   Nov '20 - Feb '22

Wells Fargo   San Antonio, TX, USA

- Conducted **data mining from multiple sources**, enhancing data accuracy by 25% and reducing processing time by 30%
- Analyzed and interpreted complex data sets to **identify patterns for fraud detection**, resulting in actionable insights for successful project gathering by 5%
- Applied statistical tools for data analysis, improving decision-making, and reducing errors by 10%
- Made strategic recommendations, mentored staff, and improved project success rates by 20%

Analytic Consultant   Nov '18 - Nov '20

Wells Fargo   San Antonio, TX, USA

- Designed **dashboards and reporting tools for operational KPI**s, achieving a 15% improvement in accuracy
- Created **standardized analytics frameworks** across regulatory teams to align reporting processes
- Enhanced data management and reporting environments, resulting in a 30% increase in performance trends.
- Ensured consistent adherence to risk policies, reducing data discrepancies by 25%.

Analytic Manager   May '17 - Nov '18

Harland Clarke   San Antonio, TX, USA

- Managed a portfolio of 20+ client analytics projects, delivering insights for digital marketing and e-commerce optimization
- Built **marketing attribution models** that increased ROI by 15% and engagement by 10%
- Developed audience segmentation frameworks that enhanced campaign targeting by 20%
- Collaborated with Business Intelligence and marketing teams to **develop A/B tests** and enhance models

Technical Risk Analyst II   Jun '16 - May '17

Harland Clarke   San Antonio, TX, USA

- Conducted end-to-end **modeling for marketing optimization**, resulting in a 15% lift in conversions
- Led **cross-sell and upsell analytics initiatives** that contributed to a 10% increase in client revenue
- Delivered project implementations with **custom data integrations**, reducing completion time by 20%

Research Analyst   May '15 - Jun '16

Pearson   San Antonio, TX, USA

- Provided **psychometric support and statistical programming** for national assessments
- Designed **automated SAS scripts** for data cleaning and validation, cutting processing time by 25%
- Established and executed **quality control procedures** for intricate education data platforms and reporting pipelines

Active Duty / Texas Air National Guard / Texas Army National Guard   Mar '09 - Feb '16

United States Air Force   San Antonio, TX, USA

- Directed **mission planning and operations** for diverse teams in challenging, fast-paced settings
- Delivered comprehensive **training and mentorship** to team members on cutting-edge technology and state-of-the-art equipment

- Demonstrated **leadership and resilience** in both domestic and deployed contexts

Education

M.S. in Statistics
Jun '15 - May '17

University of Texas
San Antonio, TX

GPA: 3.8

Bachelor's, Actuarial Science
Jan '13 - May '15

University of Texas
San Antonio, TX

GPA: 3.9

CERTIFICATIONS

Microsoft Certified: Azure Data Scientist Associate
Jun '25

Designing and Implementing a Data Science Solution on Azure

TECHNICAL SKILLS

Python, : PySpark, requests/Rest APIs, SciKit-Learn, NLTK, SciPy, JSON, PyTest,

Data Tech Stack, : Datalake/Warehousing on Hadoop/HDFS, ODBC, Apache, Hive, PySpark, Snowflake Server, Oracle, PostgreSQL, Linux, Python, R, SAS, Tableau, RegEx, PowerBI,

AI/ML Frameworks:, Classification, : Binary, Multiclass, Multi-Label,

Regression, : OLS, Logistic, Multivariate, Penalized Lasso/Ridge, K-Nearest Neighbor,

Tree-based, : XGBoost, Random Forest, **Clustering,** : Hierarchical, K-Means, t-SNE,

Model Valuation and Diagnostics including Feature Importance using SHAP values,

Design of Experiments, Power Analysis, Queuing Theory, Survival Analysis,