

# Lois Kelly

+44 7739 173295 · lois.kelly1998@gmail.com · www.linkedin.com/in/loismkelly  
Open to Relocation · London, UK

## PERSONAL PROFILE

Upcoming Data Science and AI masters graduate, with a unique background in music and a passion for exploring the synergy between machine learning and the creative industries. Proficient in Python and data analytics, I am eager to contribute my technical skills to drive innovation within a dynamic and vibrant environment. I thrive in fast-paced, interesting environments and have a deep love for learning.

## KEY COMPETENCIES

Machine Learning & AI  
Python Programming  
Data Analysis & Visualization

SQL & Database Management  
Project Management  
Creative Problem Solving

Collaboration & Communication  
Marketing & Social Media  
Adaptability

## EDUCATION

### University of the Arts London (UAL)

Sept. 2023 - Graduating Sept. 2024

*Data Science & AI in the Creative Industries MSc*

- Enhanced skills in data analysis, utilising Python for data manipulation, visualisation, and statistical analysis.
- Experienced with TensorFlow and PyTorch for signal processing, classification, regression, style transfer, and image/video generation.
- Real-world data handling, including analysing data from relational databases and preparing and communicating results.
- In-depth study of ML algorithms and their applications.

### Guildhall School of Music and Drama

Sept. 2027 - July 2021

*Jazz Vocals BMus - Upper Second Class Degree with Honours*

- Vocal performance, music theory, history, composition, and transcription.
- Cultivated effective communication skills through collaborative musical projects.

## PROFESSIONAL EXPERIENCE

### Jukebox PR, London UK

February 2022 – Present

*Data & Logistics Manager*

- Started as an Intern and progressed to Data & Logistics Manager.
- Processed, cleaned, and analysed data from social media insights to optimise campaign performance.
- Coordinated campaigns, compiled reports, and managed weekly payments to social channels, demonstrating a keen understanding of advertising logistics.
- Led the building of a CRM system through Google Suite and headed the transition to Monday.com.
- Assisted in social media campaigns, promoting artists and festivals through our Instagram network.
- Liaised with external suppliers and clients, fostering strong relationships and ensuring seamless collaboration.
- Oversaw project activation processes, including timelines, budgets, and transport.
- Main point of contact for press and guests at events, fostering strong interpersonal and communication skills.

## PROJECTS & ACHIEVEMENTS

### Home Counties

*Lead vocalist and synth player*

A post-punk / pop band, debut album released in May 2024.

### Transgressive Records

*Songwriter*

Freelance studio vocalist and songwriter

### Thesis Project - Current project

A tool that takes a Jazz solo and through classification and stable diffusion generates an image that's a blend of historic Jazz figures the solo sounds like it is influenced by.

### Spotify Festival Line Up Generator

Using the Spotify API to generate line-up inspiration based on popular playlists.

## OTHER EXPERIENCE

Oct 2021 - Present | Rep | Dice

Aug 2021 - April 2022 | Barista | Woolidando

Sept 2018 - Aug 2021 | Bar Tender | Wetherspoons

Sept 2017 - Sept 2018 | Postwoman | Royal Mail

Aug 2016-2018 | Artist Liaison | SC Productions