Lois Kelly

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Open to Relocation · London, UK

Personal Profile

Upcoming Data Science and AI master's graduate with a unique background in music, combining technical proficiency in Python and data analytics with hands-on experience in transforming, validating, and analysing complex datasets. Passionate about leveraging creative thinking to devise innovative, data-driven solutions that address business challenges in the music industry.

Key Competencies

- Python Programming
- Machine Learning & AI
- Creative Problem Solving
- Data Analysis & Visualisation
- SQL & Database Management
- Excel & Google Sheets
- Collaboration & Communication
- Music Industry Knowledge
- Adaptability

Education

University of the Arts London (UAL)   **Sept. 2023 - Graduating Sept. 2024**
Data Science & AI in the Creative Industies 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. 2017 - 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   **Feb. 2022 – Present**
Data & Logistics Manager
- Processed, cleaned, and analysed large datasets from social media platforms to optimise campaign performance for artists and festivals.
- Developed and improved CRM systems, enhancing data accessibility and organization for better decision-making.
- Generated actionable insights through data analysis, directly influencing marketing strategies and audience engagement.
- Collaborated with clients and suppliers to promote events, leveraging data to enhance promotional efforts.
- Managed the activation process of events, ensuring smooth operations and adherence to project timelines and budgets.

DICE, London UK   **Aug. 2021 – Present**
Ticketing Rep
- Provided excellent customer service by resolving ticketing queries and managing entry at events, ensuring a seamless attendee experience.
- Worked closely with security teams to maintain safety and order at large-scale events.

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.

Github Repositories 🔗
For more coding projects check out my Github, including '*Spotify API Line Up Generator*' and '*Jazz Classification*'