# Lois Kelly she/her

#### PERSONAL PROFILE

Aspiring Machine Learning Engineer with a unique background in music and a passion for exploring the synergy between AI and the creative industries. Eager to contribute a blend of musical insight and data science proficiency within the intersection of technology and creativity.

### EDUCATION

# MScs Data Science and AI for the Creative Industries | University of the Arts London | 2023 – 2024

- Exploring TensorFlow and pyTorch for signal processing, classification, regression, style transfer, and image/video generation.
- Applied ML approaches to gain insights into campaigns, enhance customer interfaces, perform media analysis, and generate creative content.
- Real-world data handling and analysis.
- In-depth study of ML algorithms and their applications.

## BMus in Jazz Vocals – Upper Second-Class Honours | Guildhall School of Music and Drama | 2017–2021

- Vocal performance, music theory, history, and composition
- Transcription

## EXPERIENCE

# Data & Logistics Manager | JUKEBOX PR | February 2022 – 2024

- Processed, cleaned, and analyzed data from social media insights, leveraging analytical skills to optimize campaign performance.
- Coordinated campaigns, compiling reports, and managing weekly payments to social channels, demonstrating a keen understanding of advertising logistics.
- Oversaw activation processes, including timelines, budgets, and transport.
- Main point of contact for press and guests at events, fostering strong interpersonal and communication skills vital in the advertising industry.

#### SKILLS

#### **Technical Skills:**

- Python (NumPy, SciPy, scikit-learn, Pandas, pyTorch, TensorFlow, BeautifulSoup).
- Deep Learning frameworks: PyTorch, TensorFlow.
- ML & DL platforms & libraries: PyTorch, TensorFlow & scikit-learn.
- Experience with Large Language Models.

#### **Soft Skills:**

- Detailed coder with strong organizational and diary management abilities.
- Notably proficient in Google Sheets and Excel.
- Excellent written and verbal communication skills.
- Level-headed under pressure.

#### **PROJECTS**

- Jazz Solo Classification | Comparison of ML models for audio classification
- Spotify Festival Line Up Generator | Using the Spotify API to generate line-up inspiration based on popular playlists.
- Home Counties | Lead vocalist and synth player | A post-punk/ pop band, our debut album released in May 2024.
- **This is Krolo** | Self-taught crocheter | Creator of various items for charity raffles.

#### ADDITIONAL ACHIEVEMENTS

2023 | Member of BSAC | Working towards my Ocean Diver Qualification.

2021 | Raised over £1,100 running the MK Half Marathon for the Florence Nightingale Hospice.

#### OTHER EXPERIENCE

Oct 2021–Now | 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