

# C. Douglas Marcum

## CONTACT

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🏠 Indianapolis, IN

## PROFILE

A curious business analytics professional passionate about creating a bridge between data scientists and stakeholders to create data driven solutions. Skilled at research, data modelling, machine learning, and visualizations.

## EDUCATION

**Master of Science in Data Science** **GPA 4.00**  
Bellevue University Bellevue, NE 2021  
**Coursework included:** Applied Statistics, Data Exploration and Analysis, Data Preparation, Data Mining, Predictive Analytics, Data Presentation and Visualization, and Big Data

**Bachelor of Science in Political Science and Sociology**  
Ball State University Muncie, IN 2000

## CERTIFICATIONS

Data Scientist with Python - DataCamp  
[Certificate](#) - December 2020  
Python for Everybody - University of Michigan / Coursera  
[Certificate](#) - July 2019  
Customer Analytics - University of Pennsylvania / Coursera  
[Certificate](#) - June 2019  
IBM Data Science Professional - IBM / Coursera  
[Certificate](#) - May 2019

## DATA AND MODELING SKILLS

**Data Exploration, Extraction, Wrangling**  
**Machine Learning:** Supervised, Unsupervised, Reinforcement, Clustering, Deep Learning  
**Statistical Analysis:** Hypothesis and A/B Testing, Descriptive and Inferential Statistics

## TECHNICAL SKILLS

**Languages:** Python, R, SQL  
**Data Analysis and Wrangling:** Numpy, Pandas, Excel, dplyr, tidyr  
**Data Visualization:** Matplotlib, Seaborn, Tableau, Plotly, Folium, ggplot2  
**ML Frameworks:** Scikit-Learn, TensorFlow, PyTorch  
**Tools:** GitHub, PyCharm, Jupyter Notebook, MS Office Suite  
**Big Data Technologies (limited):** Hadoop, Spark, PySpark

## BUSINESS SKILLS

Effective Communication and Deadline Management  
Leadership and Stakeholder Management  
Project Management and Oversight  
Extensive Talent Acquisition Background  
Creative and Perceptive Problem Solver  
Passionate About Continuous Learning

## DATA SCIENCE PROJECTS | [GitHub](#)

### Breast Cancer Analysis and Prediction | [GitHub](#)

- Performed exploratory data analysis on the UCI Wisconsin Breast Cancer dataset to predict malignant and benign tumors in patients.
- Lasso Regression and OLS Regression were utilized to reduce the number of features from 30 to 11.
- A Random Forest Classifier model was selected based on consistent performance and accuracy (96%) for identifying cancerous tumors.

### NBA MVP Predictor | [GitHub](#)

- With no criteria given to voters for selecting the MVP of the NBA, exploratory data analysis was performed on the previous 10 seasons, and the data cleaned to select important features. Correlations were evaluated to remove instances of multicollinearity.
- A Linear Regression model was built for selecting the MVP, with the correct MVP being selected 7 of 10 seasons. 10 of 10 seasons the model selected a player that finished in the top 3 of overall voting.

### Consumer Ratings of Breakfast Cereal | [GitHub](#)

- Consumer cereal ratings were predicted based on various features.
- A Logistic Regression model was constructed and delivered precision, recall, and F1 scores exceeding .80 in every category.

## EXPERIENCE

**DMT Solutions Group Inc** **Indianapolis, IN** **May 2012 – Dec 2020**  
**Director - Recruiting and Client Engagement**

Principal of boutique firm providing talent acquisition and consulting services. Managed remote team of 6, delivering technical resources for numerous engagements.

- Created detailed analytical reporting, KPIs, and metrics to capture internal and external trending data to initiate positive changes.
- Implemented and administered SaaS applicant tracking system and phone network to accommodate a mobile and remote team.

**Pinnacle Partners** **Indianapolis, IN** **June 2006 – May 2012**  
**Recruiting Manager / Coordinator** **June 2010 – May 2012**

Promoted to Recruiting Manager and established new strategies and procedures for a team of 7, responsible for \$4.7 million in annual revenue.

- 125% of 2011 profit goal and 105% of 2010 profit goal.
- Developed detailed reporting and KPI tracking tools.

**Sr. Technical Recruiter** **June 2006 – June 2010**

Recruited and placed candidates for consulting and direct hire positions.

- Led all recruiting in profitability and placements (2008, 2009, 2010).

**Robert Half Technology** **Northbrook, IL** **Mar 2005 – June 2006**  
**Recruiting Manager**

Recruited to assist in the reestablishment of the Northern Illinois territory. Earned recognition by being a Top 10% finalist in the national "Rookie of the Year 2005" standings.

**New Horizons CLC** **Chicago, IL** **Mar 2004 – Mar 2005**

Director of Continuing Education

Managed a team of 6, accountable for \$3.1 million in annual revenue.

- Designed activity monitoring tool, enabling complete monthly sales analysis, lead tracking, and trending data collection.