C. Douglas Marcum

CONTACT

- cdmarcum@mac.com
- marcumdoug.github.io
- linkedin.com/in/dougmarcum

- 317.828.7699
- Indianapolis, IN

PROFILE

A curious business analytics professional dedicated to creating a bridge between data scientists and stakeholders to develop data-driven solutions. Skilled at research, data modeling, machine learning, and visualization storytelling.

EDUCATION

Master of Science in Data Science   **GPA 4.00**
Bellevue University   Bellevue, NE   Mar 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   Jun 2000

CERTIFICATIONS

Data Scientist with Python - DataCamp
Certificate - Dec 2020
Python for Everybody - University of Michigan / Coursera
Certificate - Jul 2019
Customer Analytics - University of Pennsylvania / Coursera
Certificate - Jun 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, Keras, 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
Talent Acquisition Background - Technical and Executive
Creative and Perceptive Troubleshooter
Devoted Continuous Learning

DATA SCIENCE PROJECTS | GitHub

Breast Cancer Analysis and Prediction | GitHub
- Reviewed the UCI Wisconsin Breast Cancer dataset and completed a thorough exploratory data analysis before model creation began.
- Reduced necessary features from 30 to 11 by utilizing Lasso Regression and OLS Regression.
- The Random Forest Classifier model provided consistent performance and accuracy (96%) in identifying cancerous tumors.

NBA MVP Predictor | GitHub
- Conducted exploratory data analysis, generating insights into the selection process, as the NBA does not define MVP voting criteria.
- Evaluated feature correlations allowing the removal of all high multicollinearity instances.
- Implemented a Linear Regression model in R that correctly selected the MVP in 7 of 10 seasons and a player that finished in the top three of overall voting in 10 of 10 seasons.

Consumer Ratings of Breakfast Cereal | GitHub
- Analysis of 16 features guided the predictions of consumer cereal ratings and scores.
- Constructed a Logistic Regression model that delivered precision, recall, and F1 scores exceeding .80 in every category.

EXPERIENCE

DMT Solutions Group Inc   Indianapolis, IN   May 2012 – Jan 2021
Director - Staffing and Client Engagement
Principal of boutique talent acquisition and consulting services firm.
- Established a remote team of six, delivering technical resources for consulting engagements and direct hire placements.
- Created detailed dashboards, KPIs, and metrics to capture internal and external trending data to increase revenue by 87%.
- Implemented a SaaS applicant tracking system and phone network to facilitate a remote team, thus reducing monthly costs by $4500.

Pinnacle Partners   Indianapolis, IN   Jun 2006 – May 2012
Recruiting Manager / Coordinator   *Jun 2010 – May 2012*
Promoted to RM and refined strategies and procedures for a cross-functional team of seven, accomplishing $4.7 million in annual revenue.
- 125% of the 2011 profit goal and 105% of the 2010 profit goal.
- Developed detailed reporting and KPI tracking tools designed to increase production by 50%.

Sr. Technical Recruiter   *Jun 2006 – Jun 2010*
Led IT recruiters in profitability and placements (2008, 2009, 2010).

Robert Half Technology   Northbrook, IL   Mar 2005 – Jun 2006
IT Recruiting Manager
Recruited to partner in reestablishing the Northern Illinois territory, which led to recognition as 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
Directed a team of six, generating $3.1 million in annual revenue.
- Designed activity dashboard, enabling complete monthly sales analysis, lead tracking, and trending data collection.