**Nathaniel (Nati) Marcus**New York, NY ● (914) 715-0426 ● nati.marcus24@gmail.com ● [LinkedIn](http://www.linkedin.com/in/nathaniel-marcus) ● [Portfolio](https://nmarcus124.github.io/portfolio/)

**PROFESSIONAL PROFILE**



I am a data scientist who enjoys solving logical and mathematical puzzles that enable me to get a glimpse of the true nature of our world. Passionate about data science’s ability to create and reveal meaningful insights for a multitude of diverse audiences, I want to help companies use data to facilitate society’s progression towards a more equitable reality.

**SKILLS**



**Programming Languages:** Python (Intermediate/Advanced), R (Beginner), SQL (Intermediate)

**Field Specific Skills:** Excel (Intermediate), Pandas (Advanced), Machine Learning (Intermediate), NLP (Intermediate), Clustering (Intermediate), Time Series Modeling (Intermediate), Deep Learning (Beginner), Flask (Intermediate), Streamlit (Intermediate), PySpark (Beginner), OOP (Beginner), Tableau (Intermediate)

**EDUCATION**



**Data Science Immersive 06/2021 – 09/2021**

General Assembly, New York, New York

**Bachelor of Science in Quantitative Science 08/2017 – 05/2021**

Emory University, Atlanta, Georgia

**Projects:**

*Examining the New York Times as a Reflection of Public Opinion in the 2016 Presidential Election*

* Conducted sentiment analysis on corpus of NYT articles pertaining to Clinton and Trump
* Ran regression analysis on sentiment scores and corresponding polling data
* Published article about the study on The Startup

**WORK EXPERIENCE**



**DATA SCIENCE CONSULTANT, ADVERTISING SCIENCES - DATA SERVICES & AUTOMATION**

**Spotify AB (New York, New York) 11/2021-Present**

Spotify is a Swedish based audio streaming company. As a member of the Advertising Sciences team, I am responsible for the maintenance of the Data Services & Automation team’s data pipelines and tools. These pipelines and tools are essential for delivering data and insights to account managers and other sales personnel within Spotify.

* Construct and modify SQL queries for data pipelines in Google BigQuery
* Conduct analyses on how team’s tools are utilized by internal clients
* Create and maintain Tableau dashboards used by members of the sales team
* Utilize Python skills to optimize team’s automated Custom Query Generator tool
* Build out automated audience-based insights process for sales members to utilize when booking advertising campaigns

**DATA SCIENCE IMMERSIVE FELLOW 06/2021 – 09/2021**

**General Assembly (New York, New York)**

General Assembly is an educational company that provides courses in, “today’s most in-demand skills.”Topics for courses include coding, marketing, data, business, career development, and UX & Design. As a student in General Assembly’s 12-week Data Science Immersive course, I learned and completed projects pertaining to various machine learning and deep learning methods currently being utilized by professionals across the tech world and elsewhere.

* Learned the basics of exploratory data analysis with the Pandas library
* Constructed Multiple Regression model to predict house prices in Ames, Iowa with a Root Mean Squared Error of around $28,000
* Classified Reddit comments from r/drizzy and r/kanye subreddits with an accuracy score of 72% using NLP modeling techniques
* Built machine learning model to classify mobile phone price with an accuracy score of 97% in a four hour coding hack-a-thon
* Collaborated with group to construct NLP model that detects Cyberbullying
* Created Streamlit application for Cyberbullying models
* Constructed movie recommender system model for movies on Amazon Prime Video, Disney+, Netflix, and Hulu
* Built Flask application for movie recommender system

**INTERN 05/2020 – 08/2020**

**Adweek (New York, New York)**

Adweek is a publication based in New York City that features a wide range of entertainment and news content. As an intern for their Audience Development team, I was tasked to assist in and conduct analysis pertaining to company subscribers’ subscription patterns. Additionally I conducted quality assurance analysis to improve accuracy of the company’s database.

* Composed functions to analyze data queries
* Compiled and analyzed query dataset to diagnose poorly constructed queries
* Restructured select datasets based on query analysis results
* Improved accuracy of data classification by 70% after diagnosing data merging errors
* Computed statistics for company users’ registration tendencies

**INTERN 07/2019 – 08/2019**

**Adweek (New York, New York)**

* Constructed SQL queries to classify subscribers’ job function
* Analyzed email engagement for those subscribed to promotional emails
* Increased accuracy of string functions designed to clean company names of users

**EXTRACURRICULAR ACTIVITIES**



* Treasurer of Sigma Alpha Mu Fraternity at Emory University (2018-2019)