

PAUL SCHUMACHER

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EDUCATION

University of California - Los Angeles

September 2021 - June 2023

Master's, Data Science

GPA: 3.74

- Relevant Course Work: Advanced Econometrics, Data Analytics, Data Science for Financial Time Series, Data Infrastructure Visualization Tools, Data Architecture and Data Engineering, Digital Marketing and E-commerce, Entrepreneurial Consulting and Transactions, Enterprise Software and Product Management, Financial Forecasting and Machine Learning, Machine Learning and Big Data for Economists, Semi/Nonparametric Methods in Time Series Analysis, Strategic Planning in Market Research and Market Trends, SQL & Data Management
- Stroke of the UCLA Men's Rowing Team; Co-Director of Data Science Training at the UCLA Data Science Union
- Scholarships: German Academic Exchange Service, German Academic Scholarship Foundation

PROFESSIONAL EXPERIENCE

Ekimetrics

New York, NY, USA

Data Science Consultant

January 2024 - Present

- Processed 799.4GB of data for three S&P 500 clients in the cosmetics, healthcare, and fashion industries using data pipelines in Prism. Visualized the processed data in PowerBI to validate insights directly in client and third-party data provider meetings.
- Applied Marketing Mix Modeling techniques, such as Bayesian modeling and OLS, on Databricks and Azure platforms to analyze FY24 sales data for clients. Identified key drivers for sales (advertising & promotional spend) and engagement (short-video formats) across marketing channels.
- Optimized a client's FY25 marketing plan based on ROI, resulting in an additional \$8.8M to \$9M in media-driven incremental sales and generating an additional \$3.6M in profit.

CrewLab

Los Angeles, CA, USA

Data Scientist

July 2022 - December 2023

- Developed an 82GB internal database and engagement tracking report to monitor the practice performance of 3400 college rowing athletes across five countries; managed data in SQL and visualized insights using Google Analytics and Looker Studio.
- Created a scoreboard GUI using HTML/CSS/JS, assisting coaches and scouts in comparing athletes' rowing performance across 36 high schools, resulting in 11 rowing scholarships awarded in the US by summer 2024.
- Modeled athletes' 2km indoor rowing times within 10-second intervals using supervised machine learning techniques (random forest, rolling averages) controlled by weight and age, providing tailored exercise recommendations that led to an average race time decrease of 8.82 seconds from June 2023 to June 2024.

University of California - Los Angeles

Los Angeles, CA, USA

Graduate Teaching Assistant & Peer Learning Facilitator

January 2023 - August 2023

- Conducted weekly tutorials for 122 graduate students on Python applications for risk and return measures, (non-)stationary time series (ARMA, GARCH), and heteroscedastic/conditional volatility models using self-developed recorded videos. Contributed to a 93% student pass rate and achieved an average personal evaluation score of 8.6 out of 9.
- Introduced 80 incoming UCLA first-year students to Python and SQL, covering programming fundamentals, functions, file operations, and exception handling.

PROJECTS & OUTSIDE EXPERIENCE

PersoFit: routine without routine

Remote

Full Stack Developer

April 2024 - Present

- Creating an iOS app in Xcode using SwiftUI that generates dynamic fitness workouts based on the user's available time and preferred muscle group. Partnering with lifestyle and fitness influencer Ximena Galiano (345k IG followers) for the app's promotion, enhancing its visibility and user engagement.

SKILLS

Skills: Data Analysis, Data Science, Business Analytics, Git, HTML/CSS, Java, SQL, Tableau, Natural Language Processing (NLP), Python, Excel/Numbers/Sheets, Power BI, Databricks, FreeRTOS, Microsoft Azure

Languages: French, German