Ross Dahlke

DATA SCIENTIST AND PHD STUDENT

Stanford University

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Education

Stanford University
Palo Alto, CA

PHD: COMMUNICATION
2020-Present

- Knight-Hennessy Scholar (selected as 1 out of 75 incoming Stanford graduate students for 3-year full fellowship funding)
- Researcher in the Stanford Social Media Lab applying Natural Language Processing (NLP) and AI to study the connection between online behaviors and offline actions

University of Wisconsin-Madison
Madison, WI

BA, COMPREHENSIVE HONORS (HONORS IN THE LIBERAL ARTS AND IN THE MAJOR): JOURNALISM AND POLITICAL SCIENCE
2014-2018

- Finalist for Rhodes and Marshall Scholarships
- Recipient of Theodore Herfurth award for top undergraduate male

Data Science & Consulting Experience

Data Scientist
Minneapolis, MN

OVATIVE/ GROUP
2018-2020

- Full-stack data scientist using machine learning and computational techniques to optimize digital marketing budgets for clients such as UnitedHealthcare, Coach Bags, Calvin Klein, and Facebook Marketplace
- Developed Bayesian machine learning algorithm for media mix modeling (MMM) to measure incremental return on ad spend (ROAS)
- Set up A/B testing using power and precision calculations, measured test results
- Worked with client teams to determine data science analyses for clients using methodologies including forecasting, clustering, Granger causality, and Markov Chains

Political Data Consultant
Madison, WI

MELISSA MULLIKEN CONSULTING
2015-Present

- Built predictive models of voters for political campaigns using survey and voter contact data for state-wide, judicial, and municipal political campaigns using machine learning in R and Python. Models were used to allocate campaign budget, prioritize advertising audiences, and make strategic campaign decisions
- Analyze data using GIS and cartographic techniques including regression and clustering to help campaigns identify key geographic areas based on underlying demographic and electoral patterns

Digital Intern
Madison, WI

LINDSAY, STONE & BRIGGS
2017-2018

- Developed social listening tools to to discover how people are talking about brands and industried by using Natural Language Processing (NLP), network analysis, and deep learning (DL) for sentiment classification, topic modeling, influencer detection and image recognition
- Independently created complete data pipelines that ingested data through APIs or webscraping, formatted data, applied machine and deep learning models, and summarized results in interactive reports and dashboards

Entrepreneurial Experience

Founder & Entrepreneur
Westfield, WI

ROSS DAHLKE CHEESE
2011-Present

- Founded and manage cheese distribution business, partnering with a local family-owned cheese plant and grew sales from $3,000 in the first year to over $3M in total, employing 6 sales persons staffing up to 8 farmers markets and shows weekly

Selected Presentations

1. **Dahlke, R** (Apr. 2019). The Polarization of Wisconsin's Judiciary: A Network Analysis of Donors to Wisconsin Judicial Candidates. In: Midwestern Political Science Association Annual Conference (Chicago, IL, USA).
2. **Dahlke, R** (Aug. 2018). Identifying the Motivations of Political Donors in Wisconsin Using Computational Methods. In: Association for Education in Journalism and Mass Communication Annual Conference (Washington, DC, USA).
3. **Dahlke, R** and W Hoverman (Apr. 2018). Issue Saliency in Political Television Advertising in Wisconsin During the 2016 Election. In: Midwestern Political Science Association Annual Conference (Chicago, IL, USA).
4. **Dahlke, R** (Aug. 2017). Network Analysis of Political Donor Polarization in Wisconsin Gubernatorial and Legislative Races. In: Midwestern Political Science Association Annual Conference (Chicago, IL, USA).