

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). Deployed model at scale as a part of a machine learning engineering pipeline
- 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

- Build 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 are 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 and pipelines to discover how people are talking about brands and industries by using Natural Language Processing (NLP), network analysis, and deep learning (DL) for sentiment classification, topic modeling, influencer detection and image recognition

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**, (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**, (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**, 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**, (Aug. 2017). Network Analysis of Political Donor Polarization in Wisconsin Gubernatorial and Legislative Races. In: Midwestern Political Science Association Annual Conference (Chicago, IL, USA).