

# Robert D. Hamilton

Data Scientist • Consultant • Digital Media  
Scranton, PA

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## Summary

Accomplished Data Scientist, Sales Engineer, Project Manager and Consultant with a track record in architecting data solutions to drive impactful transformations and cultivating business relationships to surpass sales targets.

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## Technical Skills

**PROGRAMMING LANGUAGES:** Python, SQL, R, Scala, Spark

**FRAMEWORKS:** Tensorflow, PySpark, Flask, Hadoop, Plotly Dash, Scikit-learn, Beautiful Soup, AWS Sagemaker

**SKILLS:** Descriptive Data Analysis, Linear and Logistic Regression, SVD and K-clustering, Natural Language Processing, Web Scraping, SHAP Values and Partial Dependence Plots, Dashboards and Data Visualization, Hyperparamatization

**TECHNOLOGY PLATFORMS:** AWS: EC2, EMR, S3, RDS, Sagemaker, GroundTruth, Elastic Beanstalk, Lambda

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## Data Science Work Experience

**IBM, New York, NY *Watson Advertising Services Lead***

Feb 2018 – Jul 2019

- Managed services business case around IBM's acquisition of Weather Company for media and entertainment, accounting for \$30 million dollars in annual services revenue leveraging Weather Company data and technology
- Automated ETL pipelines across AWS EMR, Hadoop, NodeJS and Postgres Databases for bespoke client demos and insights

**SELF ORGANIZING MAPS PATENT, IBM – Weather Company, 2019**

- Expanded Weather targeting functionality from the US to Europe using a privacy compliant methodology
- Aggregate data and utilize self-organizing maps to associate US Census tracts to European Regions

**WEATHERFX FOOTBALL WITH WATSON, IBM – Weather Company, 2018**

- Leveraged first party weather, location, and socioeconomic data to inform the proper place and time to serve advertisements to users of the Weather Company website and mobile app for more impactful engagement
- Implemented and maintained a machine learning pipeline, organizing data from Hadoop, APIs and databases
- Case Study showed a 31% increase of in-store visitation versus control group and 53% reduction in media waste

**ONLINE UNIVERSITY ADVERTISING STRATEGY, IBM – Weather Company, 2019**

- Identified common trends among successful students to find similar cohorts of potential applicants
- Partnered with multiple data management platforms to develop a composite portrait of the ideal university applicant and developed a user scoring pipeline to identify high value target applicants

**OPENX TECHNOLOGIES, New York, NY *Senior Operations Analyst***

Mar 2016 – Feb 2018

- Automated Business Review data gathering by organizing an R script to pull data across different sources
- Created Account Manager Dashboards with alerting systems to proactively identify anomalies of performance and revenue

**MAJOR LEAGUE GAMING, New York, NY *Digital Media, Manager***

May 2012 – Feb 2015

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## Data Science Projects

**OMEGA 2020, PROJECT LINK:** <https://github.com/Rob1Ham/omega2020-ds>

- Developed a bespoke Neural Network, trained on digit recognition to convert paper sudoku puzzles to digital form
- Leveraged AWS Sagemaker to deploy a server-less image processing pipeline that reduced response times by 70%

**MATCH PREDICTOR, PROJECT LINK:** <https://csgo-predictor.herokuapp.com/>

- Scraped thousands of professional video game matches and parsed for metadata to predict the next round outcome
- Deployed a web app with an interactive model, accompanied by a blog post outlying strategy and insights derived.

**PIC METRIC, PROJECT LINK:** <https://github.com/Rob1Ham/PicMetric-DS>

- Designed and deployed a Flask App with an image uploading and processing pipeline through multiple Neural Networks for image classification and object detection, storing all results in AWS RDS Postgres database.

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## Education

**LAMBDA SCHOOL, Data Science Fellowship**

Aug 2019 – Mar 2020

Coursework Includes: Computer Science, Predictive and Descriptive Statistics, Data Engineering, Relational and Non-Relational Databases, Natural Language Processing, Neural Networks, Machine Learning

**PACE UNIVERSITY, Bachelor of Science, Double Major: *Mathematics and Economics***

Aug 2008 – May 2012

Cumulative GPA: **3.89** • Major GPA: **3.91** • Summa Cum Laude

Leadership: *Research Assistant-Economics Department, Natural Language Processing Research*

Jul 2011 – May 2012