

SARAH A. STURGEON

DATA SCIENTIST

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I am an analytical Data Scientist with experience mentoring, leading, and driving results for cross-functional teams. I am both a big picture strategic thinker and have a passion for digging into detailed data to positively impact organizational change. I am eager to bring my growth mindset, collaborative spirit, and machine learning skills to my next role as a Data Scientist.

TECHNICAL SKILLS

Python Programming / Regression and Classification Modeling / Machine Learning Modeling: Natural Language Processing, Neural Networks / Streamlit / Excel / SQL / Applied Statistics / Six Sigma Black Belt / Strategic research & planning / Data analytics process / Detail-oriented data hygiene and transformation

PROFESSIONAL EXPERIENCE

General Assembly

2021 - Present

Data Science Immersive Student

- Completing a 13-week, 500-hour immersive data science course to develop skills in Python programming, data visualizations, statistical modeling, supervised and unsupervised machine learning.
- Leveraging advanced data science analysis and modeling techniques to solve real-world problems, including 26 labs and six large-scale projects. Summarized the project findings and recommendations in presentations for both technical and non-technical audiences.
- Gaining expertise building, tuning and evaluating models for regression, classification, ensemble methods, natural language processing, computer vision and neural networks.

MarketVision Research, Cincinnati, Ohio

2006 - 2007

Research Manager, Marketing Sciences

Designed and analyzed shelf set studies for clients using discrete choice analysis and recommended optimal combinations of product features for new products.

Sullivan Direct Marketing, Cincinnati, Ohio

2001 - 2002

Marketing Analyst

Performed ad hoc analytics and reporting for clients and provided training to non-technical colleagues.

GE Capital Card Services, Mason, Ohio

1997 - 2001

Senior Manager, Marketing Analysis (2000-2001)

Led and directed analytics for new cardholder direct-to-consumer acquisitions programs for the Walmart private label credit card portfolio. Recommended acquisitions strategies following performance analysis of acquisitions programs. Led, managed, and motivated team members to meet business and process needs. Selected as a 2000 GE Capital Card Services Summit Award winner.

- Co-created a strategy which booked almost 1.2 million new cardholders for the Walmart private label credit card portfolio which generated \$420.6 million in sales and saved Walmart more than \$4 million in swipe fees.

- Mobilized a cross-functional team to execute a one-time accelerated marketing campaign offer to 2.4 million prospective card holders which was 367% faster than the normal timeline. The cycle time decreased from 28 to six days and resulted in \$581,677 in first year incremental sales.
- Served as a mediator between the marketing team and the risk team using data and analysis to negotiate a two-week extension of campaign response times which resulted in an on-going process improvement resulting in 15,447 additional new accounts yielding an additional \$5,272,988 in first year sales.

Marketing Analyst (1999-2000)

Supported analytics for new cardholder direct-to-consumer acquisitions programs for the Walmart, JC Penney and Exxon private label credit card portfolios. Led the development and implementation of metrics including dashboards, response forecasting, and targeting strategies. Recommended acquisitions strategies following performance analysis of direct-to-consumer programs.

- Introduced and built response curve forecasting to GECS to evaluate initial campaign effectiveness and ensure proper staffing to support new cardholders which was adapted as one of the best practices across all clients.
- Designed and delivered reporting for 45.1 million prescreen direct mail offers resulting in \$823 million in sales for Walmart, saving Walmart more than \$8 million in swipe fees.

Business Analyst, Consumer Financial Services (1997-1999)

Experienced in the development, forecasting, execution and profitability analytics of campaigns of 25 million new cardholder direct-to-consumer acquisitions bankcard solicitations across 9 campaigns.

FAMILY CARE AND COMMUNITY LEADERSHIP EXPERIENCE

2007 - 2021

FIRST LEGO LEAGUE

MindStormers Robotics Team Coach

- Mentored a team of 5 sixth grade girls through the process of building and coding a robot for the local First Lego League robotics competition.
- The team was one of 5 teams of 18 competing that qualified for the district tournament which was a significant accomplishment for their first year.

JUNIOR LEAGUE OF CINCINNATI

Fund Development Chairperson

- Increased the number of in-kind donations by 20% by applying Six Sigma methodology to streamline the donation process.
- Created strategy for the Sponsorship and Grants committees which raised \$156,500 for the Junior League over a two-year period.

NORTHERN CINCINNATI FOUNDATION

Leprechaun Lap Coordinator

Taught 2 junior high Girl Scout troops of 8 girls project management, budgeting, how to create/secure sponsorships, volunteer recruitment/training, supply procurement, presentation skills and Lean Six Sigma tools so that they could each successfully execute their portion of the event within their individual budget while collaborating with each other as the leadership team. Sixteen girls achieved their individual 50-hour Silver Award from Girl Scouts.

EDUCATION

Master of Science in Applied Statistics (Cogent Area in Market Research)

Bowling Green State University (Bowling Green, OH)

Bachelor of Science in Mathematics & Statistics (Concentration in Mathematics)

Miami University (Oxford, OH)