

# THOMAS TRAINOR-GILHAM

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## PERSONAL PROFILE

A highly analytical Marketing Data Scientist with a MScin Economics with Data Science, specialising in the application of econometrics, causal inference, and predictive modeling to solve complex marketing challenges. Proven ability to build and deploy end-to-end measurement frameworks, from Marketing Mix Models (MMM) to large-scale experimentation. Eager to join a fast-paced, data-first company to build the next generation of marketing analytics solutions and drive sustainable growth.

## SKILLS

Programming & ML:	Python (Scikit-learn, TensorFlow, PyTorch, LightGBM, Selenium), R
Data & BI:	SQL , Big Data Processing, Web Scraping, Snowflake, BigQuery, Looker, Tableau, dbt
Consulting & Client Skills:	Stakeholder Communication, Client Relationship Management, Project Delivery, Business Problem Framing, Team Mentoring
Cloud & MLOps:	AWS (Certified Cloud Practitioner), Docker, Airflow, dbt, CI/CD (GitHub Actions)
Analytics & Communication:	MMM, Machine Learning, Econometrics, Causal Inference (DiD, Synthetic Control), A/B Testing, Forecasting, A/B Testing, GA4, GTM

## WORK EXPERIENCE

### Data Analyst | MullenLowe Group | London, UK Dec 2022 - Nov 2024

- Led the development and implementation of **Marketing Mix Models (MMM)** to quantify marketing effectiveness and ROI, directly optimising multi-million-pound client strategies.
- Translated a key business question** for Co-op into a data science problem and developed and deployed a Gradient Boosting model to target high-propensity users, driving a **+16% YoY uplift** in membership registrations.
- Spearheaded **A/B test design and rigorous analysis** to determine the **causal impact** of marketing interventions for major global brands.

### Academic Researcher | IBM | London, UK Jan 2025 - Present

- Engineered a novel dataset via **web scraping and unstructured text processing**; applied unsupervised NLP (LDA, K-Means) to to analyse the **structure of the UK skills market** and identify emerging trends.
- Co-authored foundational research that **quantified the behavioral shifts** in the UK workforce driven by AI adoption. Presented key findings & data-driven recommendations to senior leadership, directly influencing IBM SkillsBuild's strategic roadmap.

### Retail Analytics Consultant | Kantar Consulting | London, UK Dec 2021 - Dec 2022

- Applied advanced analytics (clustering, **price elasticity modelling**, promotion uplift modeling, incrementality, etc) to deliver range, space, and pricing optimisation for FMCG clients like Unilever and Red Bull.

## DATA SCIENCE PROJECTS

### Customer Retention Modeling May 2025

- Developed and evaluated multiple classification models (Logistic Regression, Random Forest) to predict customer churn risk, achieving a ROC AUC of 0.84.
- Engineered high-value features from raw data and validated a hypothetical risk mitigation strategy via a simulated A/B test, demonstrating a statistically significant impact ( $p < 0.0001$ ).

### End-to-End MLOps Pipeline (Personalised Spotify Insights) June 2025

- Engineered an **automated, end-to-end data pipeline** to extract Spotify API data and deliver a personalised 'Spotify Wrapped' dashboard of my listening insights straight to my email weekly using Airflow, dbt, Docker, and CI/CD with GitHub Actions.
- Demonstrated the full-stack data science and MLOps skills required to self-serve model deployment and monitoring**, directly aligning with Lendable's data science culture.

### Behavioral Modeling (Runner Retention Analysis) July 2025

- Investigated the drivers of user retention by engineering a synthetic dataset to model dynamic user personas and identifying key predictive features with a Decision Tree model, translating the findings into a data-driven recommendation for improving user engagement.

## EDUCATION & COURSES

### MSc Economics with Data Science | University of Bristol | Bristol, UK Sep 2024 - Present

- Relevant Modules:** Empirical Industrial Organisation (100% grade), Machine Learning (90% grade), Large Scale Data Engineering (85% grade), Applied Financial Econometrics (77% grade).

### BSc Economics | University of Bristol | Bristol, UK Sep 2018 - June 2021

- Achieved First-class Honours (72%) with chosen modules heavily focused on Econometrics, Microeconomics, and statistics.

### The Complete dbt (Data Build Tool) Bootcamp: Zero to Hero | Udemy May 2025