Gerrit van Zyll

Data Scientist | Machine Learning Engineer | Data Engineer

Santa Monica, CA | 650.815.9834 | gerritvanzyll@gmail.com | GitHub: gvanzyll | LinkedIn: gerrit-van-zyll

TECHNICAL SKILLS

Tech: Python | SQL | HTML | NumPy | Pandas | Scikit-learn | TensorFlow | PyTorch | Keras | Flask | Plotly | Matplotlib | Heroku
Data: Machine Learning | Neural Networks | NLP | Clustering | Regression | Classification | Random Forest | Visualization
Other: Spanish Proficiency | Tableau | Excel | Client Relations & Negotiation | Jira & Confluence | PowerPoint & Keynote

PROJECTS

Amsterdam Airbnb Price Predictor, *Data Scientist* | GitHub | Project | Medium   **2021 - 2022**
XGBoost | RandomForest | Regression | Classification | Data Wrangling | Dash
- Cleaned and feature engineered a dataset with over 20,000 Airbnb listings in Amsterdam.
- Trained various machine learning models and quantified the price impact of each accommodation feature.
- Deployed a live, user-facing app to Heroku that takes dataset features as user inputs and returns a price prediction.

Tweet Predictor, *Machine Learning Engineer* | GitHub | Project   **2022**
Natural Language Processing (NLP) | Database Management | API Configuration | HTML
- Performed structured queries against the Twitter API and persisted results in a backend SQL database.
- Used NLP to predict which of two Twitter users is more likely to have tweeted a given input text.
- Built a Flask app that takes two Twitter usernames and some hypothetical text as input and makes a prediction.

Tour de France Champion Analysis, *Data Analyst* | GitHub | Medium   **2021**
Hypothesis Testing | Regression Analysis | Data Visualization | Data Storytelling
- Wrangled and analyzed a data set with all TDF winners to search for commonalities amongst champions.

EXPERIENCE

Data Science Student, *BloomTech (formerly Lambda School), Remote*   **2021 - Present**
BloomTech is an intensive online technology program with a rigorous 6-month Data Science course.
- Mastering Python, SQL, Data Visualization, Machine Learning, Software Engineering, Computer Vision, and more.

Marketing Analytics Manager, *JW Media Solutions, Remote*   **2018 - 2021**
JW Media Solutions is a boutique affiliate marketing agency that specializes in performance marketing and lead generation.
- Managed all paid advertising across Google, Facebook, Bing, and other ad channels with an average monthly budget of $150,000 while consistently maintaining profit margins between 30-60%.
- A/B tested new ads, campaign structures, targeting, and audiences in new customer acquisition campaigns.

SEO Strategist, *Colombia Immersion Spanish School, Medellín, Colombia*   **2018 - 2018**
While learning Spanish at Colombia Immersion, I did SEO work to help them grow their brand and acquire new students.
- Optimized site keywords, content, & speed to boost Colombia Immersion to multiple #1 Google search rankings.

Technical Project Manager, *Hero Digital, San Francisco, CA*   **2016 - 2018**
Hero is a digital consultancy that works with clients to deliver in web development, UX, software implementation, & design.
- Led 20+ projects from initial negotiations to final delivery while communicating with executive-level stakeholders.
- Financially responsible for $300,000 in new business while meeting 100% of deadlines and project goals.

EDUCATION

UC San Diego, *Bachelor's Degree, Economics, 3.73 GPA*   **2013 - 2016**
- Thurgood Marshall Honors College & NCAA Men's Soccer Team

AWARDS & CERTIFICATIONS

Data Scientist Career Path, *Codecademy*   **2021**
Plant-Based Nutrition Certification, *eCornell*   **2020 - 2021**
"Most Valuable Employee – Company Culture", *Hero Digital*   **2017**