

BILL LYNCH

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EDUCATION

The College of Arts and Sciences, University of Pennsylvania, Philadelphia, PA

Sept 2006 – May 2010

Bachelor of Arts in Biological Basis of Behavior with a Pre-Med Concentration

Language Skills: Completed CAS language requirement in Spanish

WORK EXPERIENCE

Front Rush LLC, Yardley, PA

July 2014 – Present

Data Scientist

- Built an ensemble machine learning algorithm to improve and understand customer retention using Python, Scikit-Learn, and Pandas; Created and maintain company reengagement strategy to further improve renewal rates
- Led analytical efforts to understand responses to the Net Promoter Score (NPS) surveys, leveraged advanced natural language processing concepts (bigrams, sentiment analysis, word clouds and frequency distribution visualizations)
- Built content filtering recommendation system in python by applying a clustering and ranking algorithm to a collection of items for presentation to users in production; Prototyped a user-item collaborative filtering recommender system as well as implicit matrix factorization recommender system using alternating least squares; Built a distributed network of Spark clusters for parallelized computation
- Analyzed and optimized email marketing campaigns and provided insights and recommendations such as personalizing the subject and body text, target audience, and optimal time to send
- Developed multi-armed bandit pricing model for video purchases to optimize conversion rate
- Built out product analytics pipeline, validated hypotheses, and analyzed key metrics to aid in success of product deployment
- Wrote monthly internal report to create and encourage a more data-driven organization using suite of data sources and visualization tools (Python, Google Analytics, Mixpanel, Intercom, Zendesk, Salesforce, Excel, Domo, Mode Analytics)
- Built API to connect our user database to Zendesk customer support service to increase efficiency of the team as well as improve our support metrics data collection
- Taught SQL course to company employees to improve overall knowledge and encourage a data driven culture

Front Rush LLC, Yardley, PA

January 2013 – July 2014

Data Manager / Analyst

- Built VBA macros and scripts for MS Excel to improve the efficiency of our customer data import workflow; Decreased data to account turnaround time from 7 days with 2 workers to 3 days with 1 worker
- Created, administrated, and monitored company analytics pipeline for our suite of tools; Added custom JavaScript tracking for Google Analytics and MixPanel; Wrote nearly all MSSQL/Postgres/Redshift SQL queries and applicable D3 visualizations for reports and dashboards
- Wrote standard operating procedures for new team creation, new team follow-up, and customer data import tasks
- Supported coaches with any questions regarding their data or the product itself
- Trained new employees on the data side of the product to enhance top to bottom product knowledge

ACTIVITIES AND COMMUNITY INVOLVEMENT

University of Pennsylvania Alumni Interview Program, Member

March 2014 – Present

- Engaged with applicants as a university ambassador and inform Penn Admissions on the quality of the candidate

Tutor / Mentor, Philadelphia, PA

Sept 2005 – Present

- Explained concepts in applicable academic coursework to student with Asperger's autism disorder
- Offered resume workshop and career guidance

SKILLS AND INTERESTS

Technical Skills:

- Certifications: Cloudera Certified for Apache Hadoop Developer, Amazon Web Services Solutions Architect – Associate Level
- Proficient in Python, Numpy, Tensorflow, OpenCV, Pandas, pySpark, Matplotlib, Seaborn, MSSQL, PostgreSQL, Microsoft Excel, VBA, HTML/CSS, JavaScript
- Familiar with Spark, Django, R, Octave, Ruby, Cassandra, MongoDB, Hive