Aaron C. Jones

DATA SCIENTIST

13930 Edgewater Drive, Norwalk, CA 90650

☐ (562) 881-5206　|　✉ acjones1987@gmail.com　|　⬚ aaron-c-jones.github.io　|　in aaron-c-jones

Experience

Blackwood Seven A/S　　　　　　　　　　　　　　　　　　　　　　　　　　　　*Los Angeles, CA*

DATA SCIENTIST, MARKETING SCIENCES　　　　　　　　　　　　　　　　　　　　*Jan 2018 - present*

- Continue constructing media mix models (see below)
- Research and develop an algorithm in Python that generates baseline models automatically using multiple machine learning methodologies, stacking, and block bootstrapping to enable faster client delivery and to minimize company overhead; collaborate with engineers to productize and deploy algorithm
- Design, in collaboration with the client services team, an improved reporting pipeline for weekly model results, reducing report preparation time by 50%
- Organize and lead seminars, for internal teams and clients, on topics ranging from modeling 101 to causal impact to learning types

ANALYST, MARKETING SCIENCES　　　　　　　　　　　　　　　　　　　　　　　*May 2017 - Jan 2018*

- Construct media mix models in the form of Bayesian hierarchical regression models to monitor media performance long-term by calculating costs per acquisition, KPI lift, and overall business decomposition, and to guide the allocation of tens of millions in media spend quarterly
- Build an end-to-end baseline model, achieving a sub-5% holdout MAPE, using LASSO regression with bootstrapped uncertainty that measured 11% statistically significant cumulative lift from a nine week national media campaign
- Query, construct, and clean multi-year time series datasets using, among others, Redshift, MySQL, Quandl, and Google Trends
- Perform ad hoc analyses as needed

Southern California Coastal Water Research Project　　　　　　　　　　　　　　*Costa Mesa, CA*

DATA ANALYST, DEPARTMENT OF BIOGEOCHEMISTRY　　　　　　　　　　　　　　*May 2016 - May 2017*

- Contribute, as a named author, time series analyses, heatmaps of the fluctuations in dissolved oxygen levels across the seasons, and basic summary statistic calculations to a technical report quantifying the health of the San Elijo Lagoon in California; report prompted the initiation of a restoration project
- Undertake an extensive cleaning process, including multiple data transformations, variable name alignment, unit adjustments, and row relevance checks, to prepare a dataset on US lakes for visualization and modeling
- Build linear regression and random forest models, perform principal component and indicator species analysis, and create numerous visualizations for the organization's scientists to use in project proposals, scientific papers, and conference presentations

California State University Fullerton　　　　　　　　　　　　　　　　　　　　*Fullerton, CA*

TEACHING ASSOCIATE, DEPARTMENT OF MATHEMATICS　　　　　　　　　　　　　　*Aug 2015 - Jan 2017*

- Instructor of record for Introductory Probability and Statistics (1 term), and Intermediate Algebra (2 terms)

Consulting

Aquatic Bioassay and Consulting Laboratories　　　　　　　　　　　　　　　　*Ventura, CA*

STATISTICAL CONSULTANT　　　　　　　　　　　　　　　　　　　　　　　　*May 2017 - present*

- Facilitate the analysis of sparse environmental data by the nearest neighbor hot deck imputation of missing data
- Determine the major drivers of biological condition using variable importance measurements from random forest models built to predict quality indices from Los Angeles River and San Gabriel River Watershed Monitoring Program PHAB data
- Visualize high dimensional data using principal component analysis and non-metric multidimensional scaling

Black Swan Data　　　　　　　　　　　　　　　　　　　　　　　　　　　　*Lake Forest, CA*

DATA SCIENCE CONSULTANT　　　　　　　　　　　　　　　　　　　　　　　　*Jan 2017 - May 2017*

- Research, program in Python, and deliver an image processing algorithm, utilizing support vector machines, that identifies company names in social media images
- Algorithm trained on a 112,800 image dataset built using the open-source datasets Chars74K and CIFAR-10

Skills

Tools　　Python, R, SQL, Amazon Web Services (Redshift, S3, DynamoDB), scikit-learn, caret, Git, R Shiny, Jupyter, Tableau, LaTeX

Topics　　Statistics, Machine Learning, Predictive Modeling, Programming, Visualization

Education

California State University Fullerton   *Fullerton, CA*

M.S. IN STATISTICS   *May 2017*

- Benson Scholarship for Graduate Mathematics Students (2016)
- Relevant courses: Statistical Computing, Bayesian Statistics, Multivariate Analysis, and Time Series Analysis/Forecasting

M.A. IN MUSIC   *May 2015*

University of California Santa Barbara   *Santa Barbara, CA*

B.M. WITH HIGH HONORS IN MUSIC   *Jun 2009*