

## Abbie M. Popa, Ph.D.

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### TECHNICAL EXPERIENCE

#### Merck

*Associate Director of Data Science*

Remote  
September 2021 - Present

- Building data science tools for the Human Health Global and US Oncology teams

#### App Annie

*Staff Data Scientist*

San Francisco, CA  
April 2021 - August 2021

- Built machine learning models to help businesses navigate the mobile app marketplace
- Led two data scientists on prioritization and planning of model improvements
- Sustained and improved downloads and revenue models, App Annie's core product
- Modeled user acquisition for apps across four paid and organic [channels](#)
- Received quarterly company-wide [award](#) for collaboration and going above and beyond

#### Senior Data Scientist

August 2019 - April 2021

- Modeled likely causes of anomalous events to surface to our customers in the Insights (formerly [Data Stories](#)) product
- Increased the accuracy of our core model in predicting extremely well-performing apps, resulting in a significant decrease in customer support tickets
- Led adoption of best practices including version control, continuous integration, and code review among the data science team

#### Cogitativo (healthcare consulting start-up)

*Data Science Intern*

Berkeley, CA  
April 2019 - June 2019

- Identified non-recommended procedures from millions of records in AWS Redshift
- Developed tables of metrics to summarize new payment integrity findings for our clients
- Built a Tableau dashboard to visualize anomalous behavior of home healthcare providers

#### The Data Institute at the University of San Francisco

*Data Science Postdoctoral Fellow*

San Francisco, CA  
August 2018 - July 2019

- Described [nodes in brain networks](#) from patients with schizophrenia and healthy controls using self-supervised machine learning (feature embeddings) resulting in one publication in Network Science (respected peer-reviewed journal)
- Consulted on collaborations with 3 private sector companies using computer vision and natural language processing
- Managed projects resulting in 2 published IEEE proceedings using PySpark and SparkML to make predictions on EEG data in collaboration with other researchers
- Instructed and developed an Introduction to Data Science class for 36 undergraduates
- Completed deep learning coursework using fast.ai and PyTorch (fast.ai certification course)

#### University of California at Davis

*Ph.D. Researcher*

Davis, CA  
September 2012 - June 2018

- Used techniques including mixed effects linear modeling, k-means clustering, and ICA to interpret participants' behavior and brain activity over time
- Trained and mentored 6 junior research assistants and 7 volunteer interns
- Co-authored 4 publications and completed 18 conference presentations
- Consulted with members of the UC Davis community on data science problems from twitter scraping to genomics as an affiliate of the Data Science Initiative

### TECHNICAL SKILLS

Software including: PySpark, Python, R, git, PostgreSQL, Tableau  
Packages including: PySparkSQL, SparkML, sklearn (contributor), pandas (contributor), NumPy

### EDUCATION

**Ph.D.**, University of California at Davis, Neuroscience  
**Honors Sc.B.**, Brown University, Cognitive Neuroscience