ALEX BASS

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Summary: Data Scientist with graduate degree + 5 years of experience focusing on **surveys**, **marketing**, and **causal inference**
Languages: Python, R, SQL, Spark, Javascript (in this order)

EDUCATION

University of Virginia   Charlottesville, VA
Master of Science: Data Science

Brigham Young University   Provo, UT
Bachelor of Arts: Political Science

EXPERIENCE

Meta   (6mth) April 2024-Present
Data Scientist V, Contractor   New York, NY

- Built tools on **Meta's marketing decision science team** analyzing ads for public affairs and policy elites.
- Analyzed on-platform experiment data and marketing campaign survey data; Keywords: diff-in-diff, funnel analysis.

Dynata   (1yr 8mth) Aug 2022-April 2024
Data Scientist, Marketing   Herndon, VA

- **Led team (3 DS) to build a bayesian multi-touch attribution (PYMC) product measuring effectiveness of ad campaigns on brand lift surveys.** Outputing lift curves, channel contribution charts, and a simulation tool for client delivery.
- Regularly deliver advanced analytical studies (diff-in-diff, dominance analysis, time series, MTA). In total, delivered over 100 of these studies to clients including Google, Meta, CVS, Chickfila, and AT&T.

Morning Consult   (10mth) Nov 2021-Aug 2022
Senior Data Analyst   Washington, D.C.

- **Developed and automated wave-over-wave chi-squared tests on time series data** in 17 tracker surveys of 5 countries
- Over 300+ requests, pulled data from API or large database into R, wrangled data using R, and output figures and tables

Echelon Insights   (1yr 8mth) April 2020-Nov 2021
Data Analyst   Alexandria, VA

- Led in modeling projects **predicting election turnout for entire U.S. in 2022** analyzing over 460 million records.
- Wrangled, cleaned, weighted, or made presentations for 60+ survey datasets with R, SQL, and AWS

SOFTWARE

survey_tools - Creator and Maintainer of an open-source **python package for survey researchers** with convenient functions for weighted crosstabs, recoding variables, and weighting surveys. This package is available on github and PyPI.

SELECTED PROJECTS

Live Dashboard - 2024 US Pres. Election Forecast   January 2024

- Estimate daily a heirarchal bayesian beta regression model to generate probabilities of election outcomes using latest polls
- Created a live data pipeline with Github Actions and Python > Live Quarto Dashboard

Entity Resolution with Gradient Boosted Trees   May 2023

- **Solved entity resolution problem** linking sparse wikipedia references to Internet Archive API Database References.
- Implemented model in Python [here] which, given a wikipedia reference, will return a match in the Internet Archive Database along with a probability of matching.

Star Wars: Political Messages and Likeability   January 2020

- Awarded $1500; wrote, fielded, analyzed original survey research project with Prolific
- Observational study: answered research questions using multiple linear regression and multinomial logit regression.