ALEX BASS

acbass49@gmail.com · Github · LinkedIn · Projects

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

EXPERIENCE

Crystal Equations [at] Meta
Data Scientist, L5 (contract)

(10mth) April 2024-January 2025
New York, NY

- **Analyzed ad impact via A/B tests and causal inference techniques for latest Meta AI campaigns in Europe and Teen Instagram accounts in the US**.
- Used on-platform A/B experiment data and marketing campaign survey data to measure and track user sentiment on a dashboard I built with a DE.

Dynata
Data Scientist, Marketing

(1yr 8mth) Aug 2022-April 2024
Herndon, VA

- **Analyzed A/B Tests (and Diff-in-Diff at times) to measure marketing incrementality in over 40 studies on the Meta, Google, and CVS accounts.**
- Led team (3 DS) to build a bayesian multi-touch attribution (PYMC) product measuring effectiveness of ad campaigns on brand lift surveys by channel. Outputing lift curves, channel contribution charts, and a simulation tool.

Morning Consult
Senior Data Analyst

(10mth) Nov 2021-Aug 2022
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
Data Analyst

(1yr 8mth) April 2020-Nov 2021
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

OPEN-SOURCE 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 [here] and PyPI [here].

EDUCATION

University of Virginia
Master of Science: Data Science

Charlottesville, VA

Brigham Young University
Bachelor of Arts: Political Science

Provo, UT

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.