

ALEX BASS

acbass49@gmail.com · [Github](#) · [LinkedIn](#) · [Personal Website](#)

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



Meta

(1yr) April 2025-April 2026

Data Scientist (contract) Marketing DS Team

Remote

- **Analyzed ad incrementality** via AB testing and causal inference techniques (DiD) for latest Meta marketing campaigns. This contract for Meta was through [Tundra Technical Solutions](#)

Data Scientist (contract) Public Affairs Team

(10mth) April 2024-Jan 2025

- **Implemented “Connection Scores” in a marketing funnel showing which factors influence use of Meta AI.**
- Used on-platform A/B experiment data and marketing campaign survey data to measure and track user public affairs sentiment on a dashboard I built with a DE.
- This contract for Meta was through [Crystal Equation](#)



Dynata

(1yr 8mth) Aug 2022-April 2024

dynata

Data Scientist, Marketing

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. Outputting lift curves, channel contribution charts, and a simulation tool.



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

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

Charlottesville, VA

Master of Science: Data Science



Brigham Young University

Provo, UT

Bachelor of Arts: Political Science

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 unstructured, 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.