

ALEX BASS

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EDUCATION



University of Virginia

Charlottesville, VA

Master of Science: Data Science



Brigham Young University

Provo, UT

Bachelor of Arts: Political Science

EXPERIENCE



Meta

(1mth) April 2024-Present

Data Scientist V, Contractor

New York, NY

- Used **causal inference** methods to measure effectiveness of Meta's ad campaigns (e.g. diff-in-diff) on Meta's marketing decision science team.



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.** Outputting 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.



Internet Archive

(6mth) Nov 2022-May 2023

Intern, Data Science

Washington, D.C.

- Solved entity resolution problem with Gradient Boosted Trees** [\[here\]](#) linking sparse wikipedia references to Internet Archive Database References analyzing 15+ million records.
- 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.



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
- Led project to build a Python Web Bot (Selenium) to automate generation of test cases in surveys, contributed this to data science code base (used by 60+ data scientists)



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
- Using R Shiny, built a codeless-crosstab tool for company's research team

SKILLS

Languages and Tools - *proficient*: Python, R, Bash *intermediate*: Spark, SQL, Tensorflow/Keras, Git, Docker

Selected Coursework - Deep Learning, Bayesian Machine Learning, Big Data Systems with Spark, Linear Models for Data Science, Statistical Learning, Data Engineering, Linear Algebra, Econometrics I & II, Data Visualization, Programming in Python

SELECTED PROJECTS

[Live Dashboard - 2024 US Pres. Election Forecast](#)

January 2024

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

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