Afton Coombs
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Data Scientist   June 2021 to present
Spotify
- Launching new features through A/B testing, inferential modeling, and NIM guardrail setting
- Designing and creating a comprehensive set of analytics-facing datasets for our product area
- Creating, improving, and maintaining data pipelines for product insights and feature testing
- Notable achievements: Helped successfully launch features reaching millions of Spotify users

Data Scientist   January 2021 – May 2021
Analyst   October 2019 – December 2020
Hulu
- Building and maintaining time-series financial and subscriber forecast models
- Developing web applications to allow users to self-service use of these models
- Notable achievements: Brought tools for marketing mix models in-house

Data Scientist   April 2019 – October 2019
Magid Research
- Analyzed data on emotions, behaviors, and attitudes related to TV and movie viewership
- Developed client-facing web apps for reporting and data visualization
- Notable achievements: Designed and managed experimentation around viewer experience and data quality, and made UI improvements to the web apps that were our main business product

Data Scientist   June 2016 – April 2019
Murphy Research
- Performed statistical analyses for research studies, including regression, clustering, decision trees, optimization searches, PCA/factor analyses, and sentiment analysis
- Developed data visualization web apps and dashboards for client use
- Wrote programs for automated reporting, data summarization, and fraud detection, leading to decreased human error and improved time-to-completion for research studies
- Notable achievements: Grew the team from two to five members, bringing statistical analysis and software engineering completely in-house

Independent Consultant   June 2015 - June 2016
- Assisted in experimentation, data collection, and modeling for speech tech and accessibility
- Notable achievements: Received favorable feedback from clients around the globe

Education
M.S. Computer Science – Georgia Institute of Technology – 2020-present (part-time)
M.A. Linguistics – University of Southern California – 2012-2014
B.A. Linguistics – University of California, Los Angeles – 2006-2010

Skills
Strong: Python | R | SQL | experimentation | statistics | forecasting | data visualization | dashboarding | Tableau | package development | testing | OOP | data pipelining
Moderate: DBT | web development | HTML/CSS | JavaScript | Java | Matlab