Airton Kamdem

202.758.5669 | airtonkamdem@gmail.com

Airton is a native French speaker, data analyst and digital marketer with 4 years of advertising and measurement experience at Meta (formerly Facebook) with Travel, eCommerce, Government and Nonprofits advertisers – most recently managing public health media campaigns & measurement efforts for the CDC, 2020 Census Bureau & Ad Council amidst the Covid-19 Health Crisis

SKILLS

STATISTICAL METHODS & MODELING: DATA COLLECTION, SAMPLING, CONFIDENCE INTERVALS MACHINE **LEARNING:** REGRESSION, CLASSIFICATION, FEATURE ENGINEERING, NATURAL LANGUAGE PROCESSING **CODING:** PYTHON, NUMPY, SCIPY, PANDAS, SKLEARN, GIT, SQL, SPARK | **DATA VISUALIZATION:** MATPLOTLIB, TABLEAU, SEABORN | **ADVERTISING:** MEDIA PLANNING, MEASUREMENT, A/B TESTING, DATA PRIVACY, SEARCH, SOCIAL, ORGANIC, GOOGLE ANALYTICS

RELEVANT EXPERIENCE

General Assembly, Data Science Immersive

DATA SCIENCE IMMERSIVE STUDENT | 2022 – PRESENT

◊ Developed a Natural Language Processing model using a Naïve Bayes classifier to predict the credibility of social media posts, assigning user inputs as either likely to emanate from legitimate news sources or less than credible threads with a percentage likelihood in order to better inform digital media literacy

◊ Deployed a recommender system using Cosine Similarities and Euclidean distances to predict a recommend adjacent counties in the US for digital nomads planning their next destination. The model uses a K means to cluster all US counties and makes recommendations based on over 200 individual features.

◊ Partnered with classmates to statistically score major cities on walkability and air quality by scraping public sites and databases through open APIs, cleaning and structuring acquired data into usable Data Frames, imputing values, engineering and one hot encoding several other features to prep the dataset for KNN and Linear Regression models predicting Air Quality and Walkability across major metropolitan areas in California

◊ Completed over a dozen labs and 4 projects to date, focusing on real-world applications of data science principles and best practices totaling over 300 hours of coding experience in Python & SQL

Meta Platforms, Inc (Facebook)

Partner Manager, Federal | 2020 – 2021

◊ Drove Facebook's advertising partnership with the U.S. Department of Health & Human Services, guiding 5+ teams through the media planning, ads product selection, measurement, and media reporting of a $30M Federal advertising portfolio

◊ Guided and supported a team of 10+ partner managers and their respective clients, including government, non-profits, and advocacy groups in executing and interpreting a cross vertical marketing science strategy for health authorities throughout the Covid-19 pandemic, resulting in over 100 successful campaign measurement studies, and visualizing resulting data through tableau, excel and other means to help each advertiser understand industry and campaign insights

◊ Developed Facebook and Instagram virtual training series to present organic communications and paid media product best practices in French and English to over 100 government

organizations in the US and Canada

◊ Secured ongoing advertising partnerships worth >$20M in media by steering advertising contract negotiations between Facebook legal and the US Army, Air Force, & Marine Corps.

◊ Recognized for authoring two guides and contributing to 6 case studies that demonstrated the unique value proposition of Facebook's advertising and reporting products to address elevated data privacy concerns inherent to healthcare and government agencies

Meta Platforms Inc (Facebook)
Account Strategist | Global Marketing Solutions | 2018 – 2019

◊ Attained >20% growth in YoY product adoption by providing expert advice on campaigns for 40 travel and tourism advertisers on Brand/DR solutions through 12 media agencies

◊ Executed 50+ A/B brand and conversion lift studies in conjunction with marketing science teams to uncover actionable marketing insights for a book of business generating $2M+ in incremental revenue

◊ Identified an education gap that hindered the adoption of machine learning based ads product by interviewing over two dozen clients and stakeholders; enlisted team leads, product marketing managers, solutions engineers, and data teams to co-create and present a machine learning webinar series to 90 scaled travel and tourism advertisers, resulting in a boost in machine learning ads product understanding and adoption by 15%

◊ Collaborated with Facebook Marketing Partners to establish data tracking capabilities across third-party booking agencies, creating a new use case that unlocked a $10M_+ yearly revenue opportunity for Facebook's Dynamic Ads product

Business Analyst
INDEPENDENT CONTRACTOR | 2017 – 2018

◊ Developed and implemented the digital growth strategy of local two-sided marketplace startup tech companies, fueling the onboarding of 10+ businesses/contractors to various platforms each week for over 12 months, validating a $5M Series A

◊ Wrote SQL queries that allowed sales teams to aggregate product insights at scale, setting the analytics foundation for onboarding 600 net new partners in over 35 states and a 22% average boost in sales for each partner within the ecosystem

CERTIFICATIONS

DATA ANALYTICS PROFESSIONAL
GOOGLE, INC | 2021

CERTIFIED Scrum Product Owner (CSPO)
SCRUM ALLIANCE | 2021

CERTIFIED ScrumMaster (CSM), Scrum Alliance
SCRUM ALLIANCE | 2019

DATA ANALYSIS & VISUALIZATION
UNIVERSITY OF TEXAS AT AUSTIN, MCCOMBS SCHOOL OF BUSINESS | 2019

EDUCATION

B.A. GOVERNMENT
Georgetown University | 2012 - 2016

DATA SCIENCE IMMERSIVE
GENERAL ASSEMBLY | 2022 – PRESENT