Airton Kamdem

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Airton is a data analyst and digital marketer with almost 4 years of advertising/measurement experience at Meta (formerly Facebook) with commercial & public sector advertisers – most recently managing public health media campaigns & measurement efforts for the CDC, Census Bureau & Ad Council amidst the Covid-19 Health Crisis. Past projects, case studies and repositories are available through Airton's [website here](#)

SKILLS

STATISTICAL METHODS & MODELING: REGRESSION/CLASSIFICATION, K-MEANS/DBSCAN CLUSTERING, HYPOTHESIS TESTING, SAMPLING | **MACHINE LEARNING:** FEATURE ENGINEERING, NLP, REGULARIZATION/TUNING, TIME SERIES, RECOMMENDER SYSTEMS | **CODING:** PYTHON (NUMPY, SCIPY, PANDAS, SKLEARN) GIT, SQL | **DATA VISUALIZATION:** PLOTLY, MATPLOTLIB, TABLEAU, SEABORN | **ADVERTISING**: MEDIA PLANNING, NIELSEN, MEASUREMENT, A/B TESTING, DATA PRIVACY, SEARCH, SOCIAL, ORGANIC, PIXEL/COOKIES

RELEVANT EXPERIENCE

GENERAL ASSEMBLY
DATA SCIENCE IMMERSIVE FELLOW | DEC 2021 – PRESENT
◊ Immersive data science fellow, completing 5 Python projects, and 24 labs covering topics from NumPy and Time Series Modeling to Euclidian Distances, Classifiers and Regression Models (Decision Trees, Logistic Regression etc.) focusing on real-world applications of data science and totaling >500 coding hours over 3 months.
◊ Deployed a Natural Language Processing [web application](#) that takes in user inputs and employs a trained Naïve Bayes model to classify text from social media posts/headlines, as either likely to resemble posts from legitimate news sources or conspiracy theory threads, concurrently computing and returning the probability behind the given classification to further inform digital media literacy. Training text/data was pulled and wrangled from Reddit's Push Shift API before being vectorized and modeled.
◊ Developed a [recommender system](#) using Cosine Distances to suggest new travel destinations for American digital nomads at the county level given user inputs. This system was part of a [presentation](#) and project that also employs K-means to cluster 3100+ counties across the US into distinct groups based on 200+ features and is accompanied by a [Tableau Dashboard](#) that highlights key datapoints for each selected county.

META PLATFORMS, INC (FACEBOOK)
PARTNER MANAGER, FEDERAL | JAN 2020 – OCT 2021
◊ Strategic digital advertising consultant for US federal agencies (CDC, DHS, State Department) during the Covid-19 Pandemic, guiding each partner and 5+ cross-functional teams, through the marketing and media response for Federal health agencies and Meta (Facebook), boosting national awareness of credible health information (masks, social distancing etc.), and vaccination rates across the United States –- securing, planning, and measuring >$50M in media to support this company and national priority.
◊ Published 2 measurement product guides and 6 case studies/articles (i.e. [CDC](#), [Love Has No Labels](#), [HHS](#), [Military](#)) that demonstrated the unique value proposition of Facebook's advertising and reporting products for Government partners
◊ Advised 10+ partner managers and their respective clients on executing and interpreting cross-vertical media measurement strategies for health authorities through Covid-19, resulting in >100 successful campaign measurement studies, and partnering with Marketing Science Experts to synthesize, visualize and present meta-learnings for each sub-vertical to >50 stakeholders.
◊ Developed and delivered a Facebook & Instagram virtual training series to present organic communications and paid media products best practices in French and English to >90 government organizations across the US and Canada.

META PLATFORMS, INC (FACEBOOK)
ACCOUNT MANAGER, GLOBAL MARKETING SOLUTIONS | JAN 2018 – JAN 2020
◊ Sales & Marketing strategist for >50 Brand and Direct Response advertisers in Travel/Tourism, including Vail Resorts, Fare Portal, Lufthansa Airlines, and Choice Hotels, consistently meeting revenue quotas (with up to 120% attainment)
◊ Attained >20% growth in YoY product adoption for key advertising products such as Dynamic Ads and Auto Advanced Matching by providing strategic guidance on campaigns, media mix, and attribution to >12 media agencies and >50 SMB marketers
◊ Collaborated with a [Facebook Marketing Partner](#) to establish data tracking capabilities across third-party booking engines, unlocking a new product use case through the Facebook Pixel and Dynamic Ads that opened a >$10M yearly revenue opportunity
◊ Identified an education gap that hindered the adoption of machines learning based ads products by interviewing over two dozen clients/stakeholders; enlisting team leads, PMMs Solutions Engineers, and Data teams to co-create and present a machine learning webinar series for >95 scaled SMB advertisers, resulting in a 15% boost in reported machine learning ads product understanding
◊ Executed & Interpreted 50+ A/B brand and conversion lift in conjunction with marketing science teams to uncover actionable marketing insights for >50 SMB marketers, unlocking >$2 in incremental revenue

CERTIFICATIONS

Google: Certified Data Analytics Professional | **SCRUM ALLIANCE**: Certified Scrum Product Owner (CSPO), Certified Scrum Master (CSM) | **UT Austin McCombs School of Business**: Certified Data Analysis & Visualization Professional

EDUCATION

GEORGETOWN UNIVERSITY: B.A. GOVERNMENT
GENERAL ASSEMBLY: DATA SCIENCE IMMERSIVE FELLOW | DEC 2021 – PRESENT
NORTHWESTERN UNIVERSITY: M.S. DATA SCIENCE | 2021 – 2023