Alexander K. Holland

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EDUCATION

University of Wisconsin - Madison **Madison, WI**
Bachelor of Science May 2025
Majors: Computer Science & Data Science; Minors in Mathematics & Leadership

PROFESSIONAL EXPERIENCE

Kohler Company **Milwaukee, WI**
Data Science & Machine Learning Intern *May 2023 - Present*
- Analyzed sales funnel and appointment data to personally develop a custom lead scoring model shown to improve lead conversion by 86% from current methods. Presented findings to management to showcase business use cases and value.
- Built backend for in-house "customer persona" web app to improve cost effectiveness and speed of marketing efforts.
- Enhanced in-house demand insights model to 80%+ accuracy by tuning hyperparameters and refactoring code into library.
- Developed and updated comprehensive Confluence project documentation to improve team clarity and efficiency.
- Consistently utilized and was certified in Microsoft Azure (AZ-900) and Microsoft Azure AI (AI-900).

Holland Socials LLC **Madison, WI**
Founder *July 2021 - Present*
- Co-founded a digital media company specializing in social media marketing, event promotion, and e-commerce.
- Grew various social media pages to over 90,000 followers, averaging over 12,000 likes per week on individual accounts.
- Personally managed a team of 5 writers and graphic designers to create original, high quality, engaging content daily.
- Built 4 custom websites, managed all company data, oversaw all company technology, and managed brand partnerships.

Kohler Credit Union **Kohler, WI**
Information Technology Intern *June 2019 - June 2021*
- Managed the company access control system, password manager, end-user documentation, and laptop fleet.
- Facilitated tech for company move to new corporate center, overseeing large portions of the networking implementation.
- Tested scripts and software of teammates to ensure bug-free, up-to-date, and efficient implementations.

TECHNICAL SKILLS

Languages: Python, Java, C/C++, R, Spark, SQL, MATLAB, HTML/CSS, XML, LC3 Assembly
Developer Tools: Git/GitHub, Azure, Google Cloud Platform, Visual Studio, Vim, Bash, RStudio, Android Studio

RECENT PROJECTS View More Here

Cynthia - Custom Conversational AI Personal Assistant *Python, Linux, GCP, various APIs*
- Integrated various APIs and custom Python code to build a custom AI voice-controlled personal assistant.
- Developed custom abilities including wake word detection, dynamic speech recognition and voice synthesis, answering any question with real-time & accurate information, adding events to my Google Calendar, music recommendations, and more.
- Ported to RaspberryPi to be hosted, and built a custom texting interface to allow for use from any location.

LegiTech - OCR Handwriting Analysis Scanner (Android App) *Python, OpenCV, Java, XML*
- Utilized a convolutional neural network, OpenCV, a custom API, and an AWS backend to algorithmically both grade the legibility of students' handwriting and convert scientific handwritten text to LaTeX form.
- Implemented the entire application with a team of two others in only 24 hours during 'MadData' hackathon.

MagicMirror - Custom Smart Mirror with Integrated Alexa *Linux, CSS, JavaScript*
- Designed and built a custom smart mirror and housing utilizing open-source 2D and 3D design files.
- Implemented open-source and custom CSS and JavaScript code to create a "head's up" display showing dynamic data such as the current time, weather, NBA game scores, upcoming events, and stocks for various users.

ORGANIZATIONS & INTERESTS

Wisconsin Autonomous **Madison, WI**
Self-Driving Car "Perception" Team *December 2022 - Present*
- Utilized camera & sensor data to help develop novel self-driving car functionality for the Chevy Bolt EUV.
- Personally worked on research and implementation of Traffic Sign Classifier & Sensor Fusion Classifier.

Student Leadership Program **Madison, WI**
Chair Position *September 2021 - Present*
- Facilitated multiple campus-wide events for 300+ students to promote effective leadership skills and diverse experiences.
- Led a committee of 5 members to plan a campus-wide awards ceremony to recognize outstanding leaders and student groups.

Other Interests:
- Quantum computing, impromptu speech, college football, negotiation techniques, Billy Joel, hackathons, and waterskiing.