



SENIOR DATA SCIENTIST | TABLEAU
DEVELOPER | ML ENGINEER

Alex Labuda

PROFESSIONAL SUMMARY

Senior Data Scientist with 3+ years of experience delivering end-to-end ML solutions across data wrangling pipelines, model training, monitoring, continuous deployment and visualization. Expert in R, Python, SQL, and Tableau. Proven success in machine learning operations, predictive modeling, LLMs, time-series forecasting and Media Mix Modeling across marketing, customer analytics and operations.

CONTACT

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EDUCATION

STATE UNIVERSITY OF NEW YORK
New Paltz, New York

Dual-Major: Business Analytics, Finance
GPA: 3.97

SKILLS

Programming: Python, R, SQL



Tools: Langchain, Vertex AI, Git



Visualization: Tableau, Shiny, Power BI



Modeling: Supervised, Unsupervised, MMM



Cloud: Google Cloud, Snowflake



EXPERIENCE

SENIOR DATA SCIENTIST

Zion & Zion | Dec 2024 – Apr 2025

- Created event-driven pipelines, classifying thousands of call transcripts each day for a national closet remodeling brand using Vertex AI and LLMs.
- Developed an advanced unsupervised learning pipeline for a multi-billion-dollar sports streaming brand to power CDPs, marketing campaigns, and personalization strategies, from feature engineering to continuous training and deployment.
- Mentored junior team members in Python, R, Google Cloud, machine learning operations and cloud-based deployment strategies.
- Led internal coding workshops to build team data analytics capabilities and foster a culture of learning.

DATA SCIENTIST

Zion & Zion | Jan 2022 – Dec 2024

- Designed, trained, and deployed predictive models on Google Vertex AI, enabling continuous model monitoring and optimization at scale.
- Built and maintained interactive Tableau dashboards, surfacing real-time KPIs for executives and marketing teams.
- Automated processing of weekly email delivery of hundreds of Tableau reports, saving thousands of hours annually for stakeholder across key clients.
- Executed time-series forecasting, Media Mix Modeling, customer segmentation, and ad-hoc statistical analyses to support marketing and strategic planning.
- Authored internal and external whitepapers and blogs to share methodologies and thought leadership in applied data science.