



Alex Truesdale

Development ■ Design ■ Analytics

Experience

Python Development Research Assistant

Leeds Natural Language Processing Lab – September 2017 to Present
Boulder, CO | United States

Creating a Python tool to prepare a large set of scanned images (Moody's industry investment documents; early 1900s to 1990s) for digitisation and organisation as queryable data.

- ◆ Design preliminary SQL database / table structure
- ◆ Develop object-oriented image processing algorithms to dynamically correct for scanning errors: rotation, scaling, cropping

Data Science Research Assistant – Team Lead

CU Boulder - Leeds School of Business – May 2017 to September 2017
Boulder, CO | United States

Preparation of open-source Kaggle datasets to be used as case studies in machine learning publication using the auto machine learning app, DataRobot. Includes complete editing of book text and content.

- ◆ Clean datasets with missing / incomplete data
- ◆ Write case briefs for each dataset, guiding readers through exercises
- ◆ Organise team project deliverable specifications and deadlines

Digital Marketing & Web Development Intern

LogRhythm, inc. – February 2017 to June 2017
Boulder, CO | United States

Part of a small digital team working with marketing sub-units (content, product, ops). Operational focus on website admin and scalable site architecture to accommodate business growth and market expansion.

- ◆ Web development technologies used: HTML, CSS, Jekyll, Liquid, Git
- ◆ Web analytics and tracking in Google Analytics / Tag Manager
- ◆ Workflow managed in Trello and weekly cross-functional Scrums

Digital Marketing & Project Management Intern

ctrl QS GmbH – May 2016 to December 2016
Berlin, Berlin | Germany

Member of an international, multi-lingual team managing global digital marketing operations for NIVEA (Beiersdorf). Business focus on project management and client brand stewardship across 30+ markets globally.

- ◆ Provided support for digital marketing systems to markets world-wide
- ◆ Project management communications involved aligning multiple stakeholders for high-budget projects; corporate client, partner agencies

Education

University of Colorado, Boulder

Boulder, CO | United States

Leeds School of Business – Grad. December 2017

Double BS-BA | Marketing & Information Management

GPA | 3.65 (USA)

ATLAS School of Design – Completed May 2016

Certificate | Technology, Arts & Media

University of Wollongong

Wollongong, NSW | Australia

Semester Abroad – February 2014 to July 2014

Language & Computer

English native speaker

German advanced beginner (A2.2)

Design & Front-End

Adobe Photoshop / Illustrator proficient

HTML5 proficient

CSS3 (SCSS) proficient

Liquid (Templating Language) competent

Javascript (jQuery) competent

Google Analytics Qualification

Programming & Data Analysis

Python competent

SQL competent

Workflow & Version Control

Git competent

Jekyll competent

Gulp advanced beginner

Personal Data

Website | www.alextruesdale.net

Date of Birth 08 October, 1993

Nationality United States

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