



# Alex Truesdale

Development ■ Design ■ Analytics

## Experience

### Python Development Research Assistant

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

Write multi-component Python script to prepare a large set of images (Moody's industry investment documents; early 1900s to 1990s) for digitisation and organisation as queryable data.

- ◆ Develop object-oriented image processing algorithms
- ◆ Design preliminary SQL database / table structure
- ◆ Individually manage day-to-day workflow and progress reporting

### 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** intermediate (A2.2)

### Design & Front-End

**Adobe Photoshop / Illustrator** advanced

**HTML5** advanced

**CSS3 (SCSS)** advanced

**Liquid (Templating Language)** advanced

**Javascript (jQuery)** intermediate

**Google Analytics Qualification**

### Programming & Data Analysis

**Python** intermediate

**SQL** intermediate

### Workflow & Version Control

**Git** intermediate

**Jekyll** intermediate

**Gulp** intermediate

## Personal Data

**Website** | [www.alextruesdale.net](http://www.alextruesdale.net)

**Date of Birth** 08 October, 1993

**Nationality** United States

**Address** 1711 W. Barberry Cir. | Louisville, CO, USA

**Phone** EU +44 7957 528587 ■ US +1 303 594 5068

**Email** alex.truesdale@colorado.edu

**Skype** awtruesdale