Alex Truesdale

Development ▪ Design ▪ Analytics

Experience

Python Development Research Assistant

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

Creation of 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
◆ Documentation of code and processes for current and future contributors
◆ 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 a 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 stake holders 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

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