

Alfred Prah

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An intellectually curious individual driven by Consumer Behavior.

EDUCATION

Master of Science in Data Science, 2021
GPA: 3.43/4.00

Vanderbilt University, Nashville, TN

Bachelor of Arts in Communication of Science and Technology, 2019
Minor: Corporate Strategy

Vanderbilt University, Nashville, TN

SKILLS

| | | |
|--------------------|---------------------------------------|--|
| Text Mining | Data Visualization | Exploratory Data Analysis |
| Machine Learning | Predictive Modeling | Data Management Systems (SQL) |
| Project Management | Probability and Statistical Inference | Programming and Simulation (Python, R) |

RESEARCH

Legal Document Classification

February 2020 – Present

- Using Deep Learning and cutting-edge Natural Language Processing techniques to predict settlement and 54 other outcomes of class-action lawsuits.
- Data: ~3,000 legal cases with 18,000 PDFs overall, some of which are not text-readable.
- Structure: Each legal case is in its own directory with a Case number as its directory name, and each case folder contains multiple (2-10) files.

EXPERIENCE

Machine Learning Buchanan Fellow, Jean and Alexander Heard Library
(Optical Character Recognition and Speech Synthesis)

January 2020 – Present

- Using Machine Learning techniques to transcribe Vanderbilt University's archival documents by teaching a computer to recognize handwriting.
- Exploring the field of Speech Synthesis through the newly transcribed archival documents.

Brand Marketing Intern, Jumpstart Foundry (Venture Capital Firm)

January 2019 – April 2019

- Organized a virtual sales pitch competition for about 50 healthcare startups based in the United States.
- Performed A/B testing operations thorough knowledge of available analytics & data.
- Represented the company at Healthcare Portfolio Startup showcases.

Consumer Behavior Research (Psychographics and Emotional Motivators),

May 2018 - December 2018

- Embarked on a full-swing, independent, marketing research journey to unravel the complex nature of Psychographics & Emotional Motivators, in relation to Consumer Behavior.
- Synthesized and analyzed consumer demographics, preferences, and buying habits, to aid in the development of marketing campaigns and research materials.
- Analyzed, Interpreted and reported research findings to Dr. Dawn Iacobucci, E. Bronson Professor of Marketing on a weekly basis, to provide recommendations on maximizing opportunities and investments.

Founder & CEO, Dono Clothing

June 2014 - December 2018

- Established a contemporary clothing store to inspire a revolution of cultural assimilation and appreciation.
- Supervised a team of 5 employees and approved all fittings, samples and garments before production.
- Managed and analyzed Customer Databases to inform and enhance Consumer Promotion efforts.
- Designed and published ads to increase website traffic and enhance brand recognition.

Event Services and Operations Manager, Vanderbilt

May 2018 - August 2018

- Communicated project scope, schedule, and budget effectively to customers and colleagues.
- Led a team of 7 people in the development of an online, interactive customer offering/service workbook.
- Validated requested action by researching to ensure accuracy/completeness of instructions, identified/explained why the action is necessary, and developed process to support these actions.