

Lindsey Roeder

Brooklyn, NY • 860-573-7670 • lindsey.roeder@gmail.com • [LinkedIn](#) • [Portfolio](#)

EDUCATION

GENERAL ASSEMBLY

Data Science Immersive Program

Remote

March 2021 - June 2021

BENTLEY UNIVERSITY

B.S. in Managerial Economics

Honors: Dean's List all semesters; President's List; International Economics Honor Society

Waltham, MA

September 2009 - May 2013

EXPERIENCE

GENERAL ASSEMBLY

Data Science Immersive Program

Remote

March 2021 - June 2021

- Completed 25 labs in Jupyter Notebooks to practice and solve challenging data science problems in order to master necessary libraries and become self-sufficient in Python and statistical data analysis
- Students completed 6 projects requiring us to acquire, clean, and analyze datasets and use data visualization tools to present findings to non-technical audiences. My projects included:
 - *SAT Participation Rates*: Explored through data visualization using Pandas and Matplotlib. Combined 6 datasets of SAT/ACT scores and participation. Proposal to the College Board was to improve free SAT prep for high participation.
 - *Housing Price Predictions*: Analyzed 70+ columns of housing data resulting with a linear regression model in Scikit-Learn that explained 84% of the variance in Sale Price, tested significance of feature coefficients to determine which to include; grid-search and pipelines to experiment with Scaling, One Hot Encoding, and Polynomial Features.
 - *Subreddit Classification with NLP*: Used web scraping to pull posts from two subreddits (r/Jokes vs. r/riddles) and Natural Language Processing to convert content into usable data with Lemmatization and CountVectorizer. The classifier model correctly identified the subreddits with 88% accuracy.
 - *Image Classification Translator*: Built an image classification model using neural networks, resulting in 86% accuracy classifying 30 words and translated into 107 languages. Presented to a non-technical audience with comprehensible, succinct slides that explained decision points and results; created a Streamlit app to demonstrate translator functionality.

RELATED MANAGEMENT COMPANY

Revenue Manager

New York City, NY

February 2020 - January 2021

- Used market research and experimented with promotions to set pricing for 8,000 market rate units at 32 properties with leasing agents in NY, CA, and IL; met weekly with goal of ~2% yearly rate increase and consistent 98% occupancy
- Created new process to predict, track, and analyze digital Marketing expenditure ROI (Google, Streeteasy, and Internet Listing Services) by pulling invoice data from Hubble, click throughs on Google Analytics, and Salesforce inquiries/leases; resulted in savings of \$1.1M YoY, increased insight into cost per click, and understanding of spending efficiency
- Designed, monitored, and delivered reports daily during Covid-19 pandemic to guide the decision-making of upper management and investors related to pricing, advertising, promotions, and debt collection
- Tasked with new problem of \$6M unpaid rent each month due to pandemic job loss; used Excel to create user-friendly dashboard that allowed site managers and corporate staff to communicate updates while reviewing daily inputs of payment and occupancy data, leading to collections of 98% by the end of year

Project Manager

June 2018 - February 2020

- Owned budget process for 40+ Luxury Portfolio properties: yearly efforts to provide efficient templates by routinely reviewing pain points with users, training and technical support for property managers, and presentation of company-wide business plan to management
- Implemented performance-based bonus structure for site staff in Excel using measurable metrics such as property renewal rate, property occupancy, and resident surveys; resulted in a reproducible process that is fair and cost effective

- Determined the value of an internal Call Center using large datasets containing call volume per hour/day, voicemails, and appointments booked; outcome helped to better position the Call Center staff at properties that needed the service
- Designed a three-tier resident loyalty program to offer gifts to tenants; process included evaluating drop off points in renewal rates and determining gifts to offer that were of no cost to the company (free amenities, parking, etc); program was unsuccessful and surveys showed that tenants would prefer to be awarded discounts on rent

GE ELECTRIC INSURANCE COMPANY

Beverly, MA

Personal Lines Product Analyst

January 2015 – August 2016

- Complete 4-6 State Reviews each year by gathering and analyzing large sets of Salesforce data in Qlikview and Excel in order to determine best pricing strategy to promote growth and profitability by targeting key groups within a state; gained experience presenting to all executives while developing deep understanding of numbers and analytics
- Developed Homeowners Discount for all direct new business by collecting quantitative and anecdotal data from Sales team, pitched proposal to department heads, and assisted IT/Marketing to implement in 15 states; sales increased 8% in 6 months

Analyst Development Program

June 2013 – January 2015

- Selected as one of five participants for GE's premier rotational program that involved contributing to multiple roles
 - *Accounting & Investments Analyst*: Created a successful Accounts Payable process improvement by creating an automated form for incoming checks; assisted Finance team to monitor investments and evaluate growth opportunities
 - *Personal Lines Product Analyst*: Responsible for User Acceptance Testing while migrating company data into Qlikview; developed interactive analytics applications and dashboards

SKILLS

STATISTICAL METHODS & MODELING: Data Collection, Sampling, Hypothesis Testing, Confidence Intervals

MACHINE LEARNING: Regression, Classification, Feature Engineering, Natural Language Processing/NLP

CODING: Python, SQL, R, Spark, Jupyter notebooks, Pandas, Numpy, Scikit-Learn, Git, HTML

DATA VISUALIZATION: Plotly, Matplotlib, Seaborn, Tableau