**Alexandra Plassaras**

amp5

**Professional Experience**

***Software Design Engineer* Feb. 2019 – Aug. 2019**

***Microsoft LEAP Program (InConsulting),*** Redmond, WA

* Engineered SDK API for client application re-installation feature for IT admin service via C#, C++ and T-SQL which debuted at SCCM annual conference
* Implemented MySQL offline database migration on Azure via C#, and MySQL
* Tested features using manual, unit, automation and accessibility tests
* Debugged both front-end and backend via Git and TFVC on mature codebase (born in 1992)

***Decision Scientist (Data Scientist* / *Data* *Analyst)*  Jun. 2017 – Jul. 2018**

**Udemy,** San Francisco, CA

* Refactored and maintained ETLs for Redshift tables through Pinball data workflow manager
* Uncovered $12 million revenue lost from fraudulent course coupons, conducted market segmentation and sentiment analysis on support tickets using R
* Increased in conversion rates by 20% in Q1 via conversion rate prediction model
* Team lead on obfuscating data for GDPR, archived 400+ outdated dashboards leading to less confusion over outdated data and incorrect metrics
* Identified data gaps for B2B product resulting creation of a Business Intelligence Engineer Team

***Pro Advisor (Python Tutor)* Sep. 2016 – Jan. 2017**

**Codecademy,** New York, NY (Remote)

* Tutored ~45 students per week (~180 per month) in understanding new concepts in Python, SQL, HTML, CSS, Git, and Javascript through problem-solving and debugging student code

***Data Science Intern* Jun. 2016 – Aug. 2016**

**Inamoto & Co.,** Brooklyn, NY

* Analyzed 20,000+ JSON user-level behavior data for alpha mobile app usage in R
* Provided business measuring NLP algorithm accuracy for major fashion retailer leading to beta Facebook messenger app development
* Collaborated with international team of product managers, graphic designers and engineers

### Relevant Projects

***A Beginner’s Guide to Data Visualization Design*  Jul. 2018**

* Published online design principles for data visualization course with over 1000 students enrolled

***Emoji Sentiment Analysis***  **Jan. 2017 – May 2017**

* Developed sentiment algorithm which combined emoji and text sentiment using Python, R and D3.js on approximately ~1.8 million tweets scraped from Twitter API for Masters thesis

***Ikura***   **Apr. 2015 – Aug. 2015**

* Built a debt payment plan web application using Python, Javascript, HTML, CSS, PostgreSQL, SQLAlchemy, pandas, NumPy, Flask, Jinja, Bootstrap and Highcharts.js

### Education

**Master of Arts in Quantitative Methods in the Social Sciences Sep. 2015 – May 2017**

**Columbia University**, New York, NY