

# Anastasia Alexandra Arsky

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## EDUCATION

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### UC San Diego, Extended Studies

Apr 2023 - Sep 2023

Machine Learning Engineering Certificate

#### Capstone Project: Spam Classification

Developed a machine learning-powered web application to classify email messages as spam or not spam.

- Employed natural language processing (NLP) techniques to extract relevant features from email content, comparing the performance of manual methods (TF-IDF, Continuous Bag of Words) and transfer learning approaches (pre-trained word embeddings, specifically GloVe, FastText).
- Conducted a comprehensive evaluation of traditional machine learning models (Random Forest, XGBoost) and deep learning architectures (BiLSTM, CNN) to determine the optimal approach for spam classification.
- Scaled and deployed the most effective model to production using AWS SageMaker, Lambda, and S3.

Tools: Python (Pandas, NumPy, Scikit-learn, Keras, TensorFlow, Xgboost), Jupyter Notebook, AWS

GitHub: <https://github.com/anastasiaarsky/email-spam-classification>

### California Polytechnic State University, San Luis Obispo

Aug 2017 - Jul 2022

B.S. in Statistics

## WORK EXPERIENCE

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### Data Scientist

Jul 2022 - Sep 2023

Baby Weeds LLC, San Luis Obispo County, CA

- Developed and implemented machine learning models to drive impactful business outcomes, including:
  - Demand Forecasting Model: Predicted demand for various plant cultivars, resulting in a 14% reduction in inventory waste.
  - Consumer Preference Model: Forecasted customer behavior, resulting in a 24% increase in targeted marketing campaign effectiveness.
- Created a dashboard to monitor and track key performance indicators (KPIs) such as sales, customer acquisition, and customer retention, facilitating informed decision-making regarding resource allocation.

Tools: Python (Pandas, Scikit-learn, Keras, TensorFlow), Tableau

### Senior Data Analyst - Operations

Sep 2020 - Jul 2021

Quail Creek Farms (SUR Farms), Salinas, CA

- Utilized a variety of data analysis tools and techniques to develop and implement key metrics and dashboards, facilitating the measurement and tracking of business performance and the identification of trends and patterns.
- Collaborated with cross-functional teams to deliver actionable insights to senior management in order to drive growth and improve operational efficiency, reduce costs, and enhance customer satisfaction.
- Automated data extraction and compilation to expand the marketing database, leading to increased sales.

Tools: Python, SQL, Tableau, Google Slides

### Data Analyst - Inventory Compliance

Mar 2020 - Sep 2020

Quail Creek Farms (SUR Farms), Salinas, CA

- Ensured inventory compliance with state regulations by leveraging Metrc regulatory software and Excel.
- Generated insightful inventory reports and visual presentations for senior management to proactively identify and address potential shortages and excess stock, thereby optimizing product availability.
- Led the development, implementation, and maintenance of inventory compliance policies and procedures in line with industry standards and organizational requirements, and provided employee training on these requirements.

Tools: Microsoft Excel, Tableau, Google Slides, Microsoft Word

## SKILLS

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Python, data science, machine learning, statistical modeling, data analysis, deep learning, neural networks, statistics, data preprocessing, feature engineering, natural language processing, data visualization, SQL, Java, Git, AWS