

Anastasia Alexandra Arsky

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EDUCATION

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

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

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