

ETHAN SMITH

Senior Manager | Data Science | Analytics

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SUMMARY

With over 10 years of experience in data science and analytics, I specialize in crafting ML-based solutions. Proven track record of increasing targeting efficiency by 25% in commercial channels. Proficient in Spark, R, and regression analysis.

SKILLS

Spark, R, Regression analysis, XGBoost, Predictive modeling, Data visualization

EXPERIENCE

- 08/2018 - Present** • Senior Data Scientist
Los Angeles, CA
- Visa**
- Led a team of data analysts to develop a regression model, which improved targeting efficiency by 25%, resulting in a 15% increase in conversion rates.
 - Collaborated with the marketing team to craft data-driven personalization strategies, increasing customer engagement by 30% over six months.
 - Implemented a Spark-based large data processing pipeline, reducing data processing time by 50%, enhancing decision-making efficiency.
 - Identified emerging digital marketing trends to design innovative solutions, positioning Visa for a 20% growth in digital footprint.
 - Worked closely with decision science teams to introduce A/B testing methodologies, improving marketing strategies and increasing ROI by 18%.
 - Presented data-driven insights and strategies to senior leaders, enhancing targeting capabilities and influencing major business decisions.
- 09/2014 - 07/2018** • Data Science Manager
Santa Monica, CA
- Mastercard**
- Developed and implemented machine learning models for commercial customer segmentation, achieving a 22% increase in targeted campaign effectiveness.
 - Enhanced digital personalization strategies, resulting in a 15% lift in customer retention across key segments.
 - Led cross-functional teams in integrating advanced analytics into business processes, driving a 20% improvement in operational efficiencies.
 - Crafted optimization strategies using data science techniques, resulting in a 10% cost reduction in marketing budget allocation.
 - Mentored a team of junior data scientists, fostering an environment of growth and skill enhancement, leading to a 40% increase in team productivity.
- 06/2010 - 08/2014** • Data Analyst
San Francisco, CA
- IBM**
- Conducted detailed regression analysis on customer data, increasing actionable insights by 30% for cross-departmental strategies.
 - Collaborated in developing and validating predictive models, which increased client project success rate by 20%.
 - Assisted in the transition to a new big data processing framework, leading to a reduction in project analysis time by 40%.
 - Produced data visualizations and reports that clarified complex trends for stakeholders, resulting in enhanced strategic decision-making.

EDUCATION

- 01/2012 - 01/2014** • Master's Degree in Data Science
Los Angeles, CA
- University of Southern California**

EDUCATION

- 01/2008 - 01/2012 • Bachelor's Degree in Computer Science
Los Angeles, CA **University of California, Los Angeles**

PROJECTS

Open Source Data Cleaning Library

Developed a Python library for data cleaning and preprocessing tasks. Link: github.com/ethansmith/datacleaninglib

Interactive Data Visualization Tool

Created an open-source tool for real-time data visualization using D3.js. Link: github.com/ethansmith/datavisualizationtool

KEY ACHIEVEMENTS

Increased Targeting Efficiency

Implemented strategies that increased targeting efficiency by 25%, significantly impacting revenue growth.

Cost Reduction in Marketing

Crafted optimization methods that reduced the marketing budget by 10% without affecting performance.

Led Successful Team Project

Managed a cross-functional team that delivered a project under budget by 15% within a tight deadline.

Data Processing Innovation

Developed a Spark-based solution reducing data processing time by 50%, enhancing operational efficiency.

INTERESTS

Machine Learning Innovations

Actively interested in creating and exploring new machine learning models and algorithms.

Quantum Computing

Passionate about the potential impact of quantum computing on data processing and problem-solving.