

William Wojcicki

Data Analyst and Software Developer

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billywojcicki.github.io

Education

Aug 2018

– May 2022

University of Illinois Urbana-Champaign – Champaign, IL

BS Advertising, Informatics Minor

Selected Coursework: Relational Databases, Python Libraries for Data Science, Statistical Analysis

Experience

Feb 2022

– Present

Digitas North America – Analyst, Data & Analysis – Chicago, IL

- Writing advanced SQL queries for ad hoc reporting wrangling petabytes of client store transaction data
- Reducing turnaround for recurring analytics needs by 1-2 weeks with boilerplate Databricks notebooks
- Designing and implementing A/B experiments to statistically test influences on client customer behavior
- Building ETL model with front-end Tableau dashboards and back-end Google BigQuery processing
- Training new analysts on client-specific database schema, taxonomy, and best practices

Jan 2022

– May 2022

University of Illinois Urbana-Champaign – Research Assistant – Remote

- Assisted PhD candidate researching and modeling political violence in sub-Saharan African democracies
- Wrote functions in R with tidyverse packages to clean and sort data from 100,000+ survey respondents
- Analyzed and visualized the relationship between violence and fear with descriptive and inferential stats

May 2021

– Aug 2021

VMLY&R Commerce – Data Analytics Intern – Remote

- Crafted data-driven stories with Tableau dashboards for Bose Headphones digital ad campaign reporting
- Cleaned and transformed data from vendors like Best Buy, Nativo, and Tremor Video for future modeling
- Queried databases like MRI-Simmons and Infegy Atlas to build consumer profiles and mine social data

Projects

Mar 2023 –

Present

Screen Time Calculator

- Developing software that uses deep learning algorithms to calculate the screen time of people in videos
- Training convolutional neural networks with TensorFlow's Keras library to recognize human faces
- Building front-end for user inputs with JavaScript and back-end for video data processing with Python

Feb 2023

highlightGPT – tinyurl.com/highlightGPT

- Published a Google Chrome extension to improve coding productivity and personal self-teaching process
- Implemented JavaScript logic that lets users quickly prompt ChatGPT with their currently highlighted text

Dec 2022 –

Jan 2023

Vexillologist – billywojcicki.github.io/vexillologist

- Launched an educational world flags website to learn front-end web development and responsive design
- Designed a playful user interface and interactive game played 15,000+ times with HTML, CSS, JavaScript

Nov 2022

Twitter Bot – twitter.com/nosoupforyoubot

- Deployed an automated Python script with AWS Lambda that tweets and engages with target accounts

Skills & Interests

Skills: Python, SQL, R, Databricks, AWS, Git, JavaScript, HTML, CSS, Tableau, Google/Adobe Analytics, Jira

Interests: Software industry, programming, live music, movies, gaming, travel, breakfast cafes, German