

William Wojcicki

Data Scientist 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 and optimizing advanced SQL queries wrangling petabytes of client store transaction data
- Reducing turnaround for recurring analytics needs by maintaining template SQL notebooks for data pulls
- Designing and implementing A/B experiments to statistically test influences on client customer behavior
- Building ELT model with front-end Tableau dashboards and back-end 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 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

Feb 2023 –

Present

Screen Time Calculator

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

Feb 2023

highlightGPT – tinyurl.com/highlightGPT

- Published a productivity-focused Google Chrome browser extension
- Implemented JavaScript logic that enables users to prompt ChatGPT with their currently highlighted text

Dec 2022 –

Jan 2023

Vexillologist – billywojcicki.github.io/vexillologist

- Launched an educational website inspired by Duolingo to explore front-end web dev 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 content to fellow Seinfeld fans

Skills & Interests

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

Interests: Software industry, movies, gaming, travel, Twitch streaming, classic rock, breakfast cafes, German