Mohamad Ali Nasser

French / Lebanese

Github
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Portfolio
Articles

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EDUCATION

LAMBDA SCHOOL
San Francisco, CA
Data Science & Machine Learning (2020)

LEBANESE AMERICAN UNIVERSITY
Beirut, Lebanon
B.A. Finance (Jul 2011)

AMAZON WEB SERVICES
AWS Cloud Practitioner (Certified)
AWS Solutions Architect (Undergoing)

CFA INSTITUTE
Passed Certified Financial Analyst level 1

ADDITIONAL SKILLS

English, French, Arabic, Basic Spanish.

Python, SQL, PySpark, Pandas, Scikit-learn, TensorFlow.

Facebook marketing tools, Google Ads and Analytics, Technical SEO, SEM, Digital marketing, E-commerce management.

Excel, Word, PowerPoint, Notion, Trello.

Analysis, Problem solver, Resourceful, Self-starter, Entrepreneurial mentality.

PREVIOUS EXPERIENCES

GROUP CONTROLLER
Schneider Brothers, Paris / Oct 16 – Nov 17

OPERATION EXECUTIVE
Asal, Dubai / Aug 11 – Jul 16

PROFESSIONAL EXPERIENCE

MACHINE LEARNING CONSULTANT - COUNTER PROLIFERATION UNIT
Center for Advanced Defense Studies, Washington, D.C., VA / Sep 2019 – Apr 2020

- Consult on a project of interest to the International Atomic Energy Agency. Implement an unsupervised Machine Learning model that can correctly identify companies taking part in the Nuclear Fuel Cycle.
- Conduct exploratory data analysis, feature engineering, and model tuning.
- Successfully co-authored an ML research paper that pertain the methods explored and used to deal with the Positive Unlabeled data in the highly imbalanced set.
- Dealt with big data containing total of ~100 million observations and 177 features using Dask and PySpark. Integrated AWS EMR, RDB, and Sagemaker.

DATA SCIENCE TEAM LEAD – REMOTE - PART TIME
Lambda School, San Francisco, CA / Jul 2019 – Mar 2020

- Explain Data Science, data analysis and ML concepts and models. Mentor 10 students and give out daily code reviews and bug support. Manage multiple cross-cohort build sprints.
- Use lean approach to iterate and optimize processes.

DIGITAL PROJECT MANAGER
Time and Diamonds, Paris, Ile de France / Nov 2017 – May 2019

- Planned and implemented the digital marketing strategy for a company with 25 million euros turnover, resulting in a ~35% increase in overall sales. Played an integral role in the company's transformation from B2B to digital B2C, on both a digital and operational level. Set a start-up and lean mentality.
- Handle all e-commerce activity and, coordinate with UX and developers. Successfully create alternative digital revenue streams and set-up omni digital sales channels via European marketplaces. Optimize product listing processes.
- Effectively implemented a data-backed Search Engine Marketing strategy - breaking into Google's top page with an average 4th position for target generic keywords and 1st position for all brand keywords. Outperforming direct competition (Cluse, DW, etc.) within 5 months - resulting in a massive increase in organic impressions with a 7.9% clickthrough rate.
- Used data analysis tools to lead paid advertisements, decrease user-acquisition cost, optimize returns processes, and improve purchase funnels.

OTHER MACHINE LEARNING PROJECTS

- *Popsly app - 2019-present*: Used TensorFlow, Flask, OpenCV and YOLO. Create a web app that reacts to hand gestures.
- *Finding Exoplanets - 2019*: Neural networks to predict if an object orbiting stars in different constellations is an exoplanet.
- *Will I Be Stopped - 2019*: Used Xgboost, to give out the likelihood of being stopped by the police in San Francisco based on user input via web page API.
- *Communist A.I:* Used GPT2 to train A.I on philosophical books.