Mohamad Ali Nasser

French / Lebanese

Github
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Portfolio

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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)

ADDITIONAL SKILLS

English, French, Arabic, Basic Spanish.

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

Facebook marketing tools, Google Ads and Analytics, Technical SEO, SEM, Digital marketing.

Excel, Word, PowerPoint, Notion, Trello.

E-commerce management, Shopify, Squarespace.

Analysis, Problem solver, Hard working, Self-starter, entrepreneurial mentality.

PREVIOUS EXPERIENCES

GROUP CONTROLLER
Schneider Brothers, Paris, Ile de France / Oct 2016 – Nov 2017

OPERATION MANAGER
Asal, Dubai, Dubai / Aug 2011 – Jul 2016

PROFESSIONAL EXPERIENCE

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

- Consult on a project of interest to the International Atomic Energy Agency.
- Research and implement a ML model that correctly identifies companies taking part in the Nuclear Fuel Cycle.
- Successfully co-authored a research paper that studies the methods of applying ML in order to identify Positive Unlabeled data in an imbalanced set.
- Dealt with big data containing ~100 million observations and 177 features using Dask and PySpark. Integrated AWS EMR, RDB, and Sagemaker. Implemented productivity tools such as Trello and Notion.

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

- Explain Machine Learning concepts and models to around 10 students, give out daily code reviews and debugging support.
- Manage multiple cross-cohort build weeks with the students.
- Iterate and optimize processes with Section Leads.

OTHER MACHINE LEARNING PROJECTS

- *Finding Exoplanets - 2019*: Used neural networks to predict if an object orbiting stars in different constellations is an exoplanet or not. Data sourced from the TESS telescope.
- *Will I Be Stopped - 2019*: Create an API that gets user inputs and posts predictions from a pickled model, giving out the likelihood of being stopped by the police in San Francisco.
- *Popsly - 2019-present*: Used TensorFlow, Flask, OpenCV and YOLO to create a web app that reacts live to hand gestures.
- *Treasure Hunt - 2019*: Create room descriptions for an adventure game using GPT2.

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 14 million euros turnover - Resulting in a ~35% increase in overall sales.
- Successfully create alternative revenue streams. Set-up omni digital sales channels via multiple European marketplaces.
- Effectively implemented a Search Engine Marketing strategy, breaking into Google's top page with an average 5th position for target generic keywords and 1st position for all brand keywords. Outperforming direct competition within 5 months - resulting in a 600k free search impressions with a 7.6% click through rate for the brand Clueless.
- Implemented analytics and data tags; narrowing our target audience and improving our communication. Used different analytics tools to lead paid advertisements, decrease user-acquisition cost and, optimize purchase funnels and UX.