## SENIOR DATA SCIENTIST

Senior data scientist and visualization engineer with a wealth of experience transforming large sets of data into actionable insights. Expertise in helping teams quantify and reach goals. I build pipelines, statistical models, dashboards, A/B testing frameworks, and other tools that enable teams to make better decisions.

**TECHNOLOGIES:** Queries and pipelines in SQL, Airflow, Hive ETL, AWS and other Big Data technologies; Analysis in Python (Pandas, NumPy, SKLearn), R, Excel, Shell Scripting; AI LLM GPT APIs; Data Vis/Front-End in Looker, HTML, Flask, CSS, JS, D3.

**COMPETENCIES:** Building Data Pipelines, Experimentation System Design & Analysis, Defining & Moving Metrics, Statistical Modeling, Dashboards, A/B Testing, KPI Definition, Data Literacy, Decision-Making, Problem-Solving, Business Intelligence Analytics; applying LLM APIs to business use-cases.

# **PROFESSIONAL EXPERIENCE**

## DATA SCIENCE CONSULTANT 2023 - Present

- Founded seed-stage startup, <u>Bookworm GPT</u>, whose AI product reads long documents and answers questions about them with citations. Applications primarily in legal work, healthcare, and intelligent document search.
- <u>Uber</u> contract validated and productionized Brand Health Tracker pipeline, which tracks brand awareness and affinity.

## **Coursera** - SENIOR DATA SCIENTIST

2022 - 2023

- Empowered the paid media team to optimize ad spend by setting up return-on-investment (ROI) measurement by channel. Authored a script for estimating ROI for TV campaigns. Enabled the team to achieve 187% ROI on the latest campaign.
- Built & maintained pipeline of users attributes such as language, geography, and users' interests to enable self-serve audience creation by the email marketing team for campaigns. Brought in 300k+ new paying learners into the program.
- Instituted company-wide KPIs that measured marketing and acquisition team performance as well as top-of-funnel growth. Shifted the priority to focus more on meaningful KPIs with concrete objectives.

#### **Udemy - SENIOR DATA SCIENTIST**

2019 - 2022

- Founded and led the Experiment Review Council, overseeing 150+ experiments in 2021; which in turn generated \$21M in annualized lift.
- Built out a system that identified and removed bots from experiment results, eliminating nearly 60% of invalid traffic.
  Accelerated the rate of experiment results with fewer experiment restarts.
- Clearly defined metrics for learning engagement, constructed a model that studied drivers, and enhanced the user experience. Boosted learning engagement by 11% year-over-year.
- Championed a project that incorporated non-video engagement into the instructor compensation package. Incentivized instructors to include more content beyond just standard video.

# <u>Facebook</u> - DATA SCIENTIST 2017 – 2019

- Designed and implemented an accuracy measurement to benchmark and approve the moderation systems. Determined the most accurate sampling distribution and headcount requirements for a body of expert moderators that judged the accuracy of 15k+ content moderators. Decreased the number of errors by 40% in one year.
- Built model identifying ambiguous cases; led to the creation of the Oversight Board for review (oversightboard.com).

### **New York Times** - DATA VIS ENGINEER

2013 - 2015

 Expanded data literacy, access, and decision-making by developing and implementing custom interactive visual dashboards in D3.js. Delivered outstanding business intelligence analytics across 10+ departments, including financing and advertising teams.

# **EDUCATION & PROFESSIONAL DEVELOPMENT**

**MSc in Data Science,** New York University **BA in Mathematics,** Dartmouth College