

# Charlie Moffett

(209) 470-3968 | csmoff@gmail.com | [charlie-moffett.github.io](https://charlie-moffett.github.io)

## PROFILE

- Data science professional skilled at using information and technology to study patterns in complex systems
- Experienced in analytics, programming, client management, project development, and data storytelling
- Focused and passionate team player who embraces challenges and takes initiative; lifelong learner

## PROJECTS

**Capstone:** "Automated Detection of Street-Level Product Displays" Mar. 2018 - Present

- Training deep convolutional neural networks to detect logos from street imagery
- Building spatio-temporal database to characterize public health risks across NYC

**Streets Data Collaborative:** "OpenStreetMap (OSM) Geoparsing Layer" Dec. 2017 - Jan. 2018

- Created open-source tool for ride quality maps of any location with OSM tracks
- Utilized data wrangling and web scraping libraries to harvest GPS traces

**Coursework:** "News Coverage of Williamsburg and its Underlying Textual Themes" Oct. 2017 - Dec. 2017

- Mined text from 1000+ New York Times articles for training document collection
- Applied unsupervised machine learning to uncover hidden semantic structures

## EXPERIENCE

**NYC Media Lab,** Fellow (Brooklyn, NY) Jan. 2018 - April 2018

- Awarded \$5,000 to lead team in prototyping competition for new media and emerging technology
- Developed chatbot for Messenger to produce interactive AR experience using location data and NLP

**Library of Congress,** Innovation Intern (Remote) Jan. 2018 - April 2018

- Supported National Digital Initiative on computational use of Library collections
- Wrote coding tutorials on Python and Leaflet.js for the Library's GitHub page
- Published web apps and digital scholarship workshops using loc.gov API

**Mayor's Office of the Chief Data Officer,** Graduate Researcher (San Francisco, CA) May 2017 - Aug. 2017

- Published resources on strategic open data release, data visualization, and use of data in government
- Consulted for City of New York on approach to algorithms and automated decision-making systems

**Enervue,** Customer Success Manager (Los Angeles, CA) Oct. 2015 - Dec. 2016

- Managed senior relationships and client onboarding at growth stage energy-tech startup
- Expanded platform reach to 22 million households across the United States and Europe
- Collaborated in Agile environment with Data, Engineering and Accounts teams
- Oversaw 3 direct reports to assist clients with support materials and prioritize key product updates

**Google,** Associate Account Strategist (Mountain View, CA) Nov. 2012 - Jan. 2015

- Delivered data-driven solutions for 1000+ advertising clients to help grow their businesses online
- Provided consultative advice and outstanding customer support using expert product knowledge
- Exceeded upsell targets by 80% in three consecutive quarters (top performer in North America)
- Led trainings and onboarding committee, including internal workshop series

## EDUCATION

**New York University** exp. Aug. 2018  
MS Applied Urban Science and Informatics

**University of California, Berkeley** May 2012  
BA Anthropology

## SKILLS

**Coding & Software:** Python (pandas, numpy, matplotlib, sklearn, nltk, opencv), ArcGIS, SQL, Git, TensorFlow

**Statistics:** Regression, Clustering, Decision Trees, Random Forests, RCNN