Charles Glass

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EDUCATION

University of California Los Angeles, College of Letters & Sciences | Class of 2018
- B.S. in Mathematics/Economics, Specialization in Computing (**GPA: 3.7**)
- Relevant Courses: MATH 170A & B (Probability Theory), ECON 103 (Econometrics), PIC 10A & B (C++ Programming), PIC 16 (Python), PIC 40A (Web Programming), MATH 131A & B (Real Analysis)

Springboard | Summer 2017
- Data Science Intensive

UCLA Anderson School of Management, MEMES Summer Institute | Summer 2016
- Sports Marketing and Management
- Managing the Entertainment and Media Enterprise

WORK EXPERIENCE

Associate Analyst-Business Insights, Summer 2018—Present
Blackwood Seven, Los Angeles, CA | blackwoodseven.com
- Developing a Bayesian Regression Model in Python to predict CPA's, Response Rates, and Investment Optimizations for clients' media
- Created a tool that standardizes and inserts data into Tableau Dashboards for less sophisticated data feeds
- Utilized SQL and Tableau to create dashboards and presentations for clients such as Glassdoor, 23andMe, Dollar Shave Club, etc.

Data and Marketing Analyst, Fall 2017—Summer 2018
Los Angeles Kings, Los Angeles, CA | losangeleskings.com
- Wrote Python scripts to update the databases with StubHub ticket sales and game information
- Generated SQL queries that compute key statistics based on over 5 million lines of data
- Developed a Machine Learning model in Python that predicts ticket sales based on gameday weather

Data and Marketing Analyst, Fall 2016—Fall 2017
Music Audience Exchange, Los Angeles, CA | musicaudienceexchange.com
- Developed algorithms to discover and parse contact information of 2,000 music executives
- Analyzed SQL code for survey content that promotes audience engagement for 40 artists
- Collected 10,000 artists' twitter handles to identify different artists' fan bases

Publishing Operations Intern, Summer 2017
Songtrust, New York, NY | songtrust.com
- Wrangled and cleaned 1,000,000 lines of artist data from YouTube
- Developed a marketing and social media strategy for the song *Love Like This* by Natasha Bedingfield
- Managed and processed 5,000 applications for prospective artist clients

SKILLS

Software and Languages: Python, SQL, Tableau, Microsoft Excel, R, Windows, Google Analytics, Google AdWords, PowerPoint
Proficiencies: Data Science, Web Scraping, Machine Learning, Regular Expressions, Mathematics, Economics, Programming, Marketing Strategy, Sports Marketing, Sports Management, Probability Theory