Christopher J. Simmons

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Professional Profile ∨

Multi-skilled IT professional with a background primarily in data engineering, analysis, and machine learning. Experienced with assuming ownership of, and delivering, end-to-end data engineering and data modelling projects. Drawing from both a STEM and humanities background, I am excellent at bridging the gap between technical and non technical stakeholders, distilling data into actionable insights that can positively impact a business.

Core Skills ∨

> **Data Engineering ...**

End-to-end data engineering. Confident with complex ETL and ELT processes, incorporating software development best practices using tools such as DBT to maintain codebase organization and improve data integrity. Extensive experience with helping businesses visualize, analyze, and engage with their data and interfacing with 3rd party APIs to maximize utilization.

Tools/Libraries: Python, Typescript, SQL, Neo4j, DBT, ApacheSpark, ApacheAirflow, MongoDB, Firestore, LookML, various marketing APIs

> **Machine Learning ...**

Full stack machine learning engineering. Experience with a range of models of varying complexity, from traditional statistical models to complex neural networks. Experience with forecasting, customer behaviour prediction, recommendation systems, generative AI/prompt engineering. Experienced with MLOps to manage and automate model retraining/deployment.

Tools/Libraries: PyTorch, TensorFlow, scikit-learn, Pandas, numpy, Flask, FastAPI

> **Web Development ...**

Experienced with the development of traditional websites and web apps using various stacks and tool combinations. Knowledgeable regarding best practice for onsite analytics solutions.

Tools/Libraries: Flask, NodeJS, React/Next, GoogleTagManager

> **Cloud/Linux/DevOps ...**

Handy with a range of products on both the GCP and AWS platforms. Confident with CI/CD workflows. Long-time Linux user, able to administer, troubleshoot, and debug.

Tools/Libraries: gcloud/AWS CLI, Docker, Git, Bash, Terraform, Ansible, GitLab

Education   v

MSc Data Science and Business Analytics
University of Plymouth
Dec 2021 | *Distinction*
Thesis: **Towards Sustainable Irrigation Management: Forecasting Soil Moisture Content Using Machine Learning**

Studied and implemented various machine learning algorithms, working with datasets derived from multiple industries. Thesis research was focused on the implementation of neural network architectures

BA (Hons) History
University of Plymouth
Sep 2017

Work Experience   V

MandM Direct - Data Engineer *(Contract)*
May 2023

Contracted to implement a new marketing platform management system and design/deploy marketing spend optimization changes across the company's international markets

Key Projects

• Developed, tested, and deployed an audience-based marketing platform management system that unified marketing strategy across GoogleAds, Meta Ads, and Tiktok

• Deployed previously developed remarketing optimizations across all of the business' markets, significantly improving marketing spend in advertising platforms

MandM Direct - Data Scientist
Nov 2021 - Jan 2023

Data scientist at one of the UK's largest fashion retailers.

Key Projects

• Optimized customer remarketing data pipelines and unified marketing platform codebases for better maintainability

• Streamlined on-site data to create a session-driven customer behaviour data model

• Designed and implemented an in-house UUID system to improve on-site customer tracking for logged-out customers

- Collaborated with Google Data Scientists to develop a marketing mix model, aiming to better understand the effect of non-conversion marketing channels on revenue
- Developed and maintained data visualizations and dashboards as a Looker Developer
- Deployed forecasting models for the finance department to assist with budgeting
- Developed and deployed machine learning models relating to customer behaviour prediction and lifetime value