

# CLAIRE (PETERSEN) HESTER

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San Francisco, CA 94121

## DATA SCIENTIST | OPERATIONS

Data scientist with 8 years of experience in data analytics, process improvement, and account management within the retail industry. Passion for studying and solving complex problems with a data-first approach and a community-oriented attitude. Effective communicator with experience managing interdepartmental projects.

## TECHNICAL SKILLS

- **Coding:** Python, Pandas, Scikit Learn, Numpy, Tensorflow, Keras, SQL, Git/Github, Spark, HTML
- **Data visualization:** Matplotlib, Seaborn, Plotly, Tableau
- **Data management:** data collection and wrangling, web scraping, sampling, hypothesis testing

### Data Science Fellow Aug-Nov 2020

#### General Assembly

- 480-hour immersive program applying data collection and cleaning, analysis, modeling, data visualization, and machine/deep learning techniques to solve real-world data problems
- Used Natural Language Processing to analyze and classify 60,000 Reddit posts
- Client project forecasting the cost of California wildfires using time series analysis and Tableau
- Computer vision capstone used neural nets to build a face mask detector with 94% accuracy

### Associate Planner April 2019-April 2020 San Francisco, CA

#### Marine Layer

- Led initiative to ensure data integrity and improve system accuracy through investigation, testing, and working directly with the Director of Finance
- Owned sales reporting at style and category level (weekly, monthly, and seasonal)
- Inventory allocation and management for 45+ stores aimed to maximize sales
- Managed inventory accuracy for all retail stores and warehouses across our ERP and POS systems, including overseeing quarterly inventory cycle counts
- Built hindsighting reports to provide direction on future season product
- Worked with third party consultants to develop and troubleshoot new programs and address the demands of a rapidly growing business

### Key Accounts Manager - NorAm Wholesale April 2018-April 2019 Corporate Sales Representative April 2016-April 2018 San Francisco, CA

#### Timbuk2 Designs

- Managed 40 accounts including Zappos, Backcountry.com, and The Sports Basement
- Created and executed growth and revenue strategies alongside Head of Global Sales
- Worked on future season Wholesale forecast for 300+ SKUs
- Developed merchandising and marketing strategies aligned with company initiatives
- Streamlined and executed logistics for Global Sales Meeting and trade shows
- Created reporting systems using Salesforce data to track team sales pipeline and evaluate sales opportunity outcome
- Managed development of top growth accounts through outreach, research, and custom tailored product recommendations

### Gear Operations Intern to Associate Buyer Oct 2013-Feb 2016 San Francisco, CA

#### ZOZI

- Grew the outdoor apparel category by 60% from 2014 to 2015
- Lead launch of new products and implemented inventory replenishment program
- Increased sales, margins, and product turns by creating and analyzing sales reports using Netsuite and pivot tables in Excel

### Associate Sept 2012-May 2013 Evanston, IL

#### Blue Canyon Partners

- Developed actionable growth strategies for Fortune 1000 business-to-business clients
- Projects include M&A due diligence, market sizing, and customer-driven product strategy
- Conducted primary and secondary research to develop in-depth understanding of numerous vertical markets

### Colorado College

- Class of 2012. Major: Mathematical Economics