CLAIRE (PETERSEN) HESTER

claire.petersen6@gmail.com · (847) 612-9799
clairehester.github.io
github.com/clairehester
San Francisco, CA 94121

DATA SCIENTIST

Data scientist with 8 years of experience in data analytics, process improvement, and account management within the retail industry. Investigative data storyteller with a passion for studying and solving complex problems. Effective communicator with experience managing interdepartmental projects and delivering insights to key stakeholders.

TECHNICAL SKILLS

Programming: Python, Pandas, Matplotlib, Seaborn, Plotly, Scikit Learn, Numpy, Tensorflow, Keras, SQL, Git, Tableau
Data Science Methods: Data collection and manipulation, statistical analysis, experiment design and inference, regression, neural networks, machine learning, computer vision, natural language processing, clustering methods

---

Assistant Instructor
Dec 2020-Present
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
- 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
- Selected to assist in curriculum planning, grading, and 1-on-1 mentorship for subsequent class

Associate Planner
April 2019-April 2020

Marine Layer, San Francisco, CA
- 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, Wholesale
April 2018-April 2019
Corporate Sales Representative
April 2016-April 2018

Timbuk2 Designs, San Francisco, CA
- 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

ZOZI, San Francisco, CA
- 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

Blue Canyon Partners, Evanston, IL
- Developed actionable growth strategies for Fortune 1000 business-to-business clients
- Projects include M&A due diligence, market sizing, and customer-driven product strategy

Bachelor of Arts
2008-2012

Colorado College, Colorado Springs, CO
- Class of 2012. Major: Mathematical Economics