

Cynthia Rodriguez

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EXPERIENCE

General Assembly - Remote

November 2022 - Present

Data Science Teaching Assistant

- Coach Data Science Immersive students through daily office hours and one-on-one communication; review concepts and assist with code writing and debugging as needed
- Monitor student progress, recommend additional resources, and coordinate with lead instructors to ensure student success

Demand Local - San Francisco, CA

July 2019 - June 2022

Client Success Manager

- Grew a single-campaign client into one of our top revenue-driving customers, including national ad campaigns and more than \$1 million increase in client revenue YoY
- Collaborated with engineering to build custom client dashboards that measured cross-channel engagement and streamlined post-campaign reporting
- Translated complex technical communications into concise and impactful presentations for C-level client partners; maintained 100% client retention
- Technologies used: SQL, Excel, Google Ads, Salesforce

Procore - Carpinteria, CA

July 2017 - June 2019

Associate Communications Specialist

- Performed comprehensive analysis of campaign performance data in order to identify SEO opportunities for the sales and marketing teams, resulting in new and increased revenue
 - Created social media campaigns and used A/B testing to determine best-producing creatives, all while ensuring spend was within budget
 - Technologies used: Google Analytics, Facebook Ads, LinkedIn Ads
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EDUCATION

General Assembly

August 2022 - November 2022

Data Science Immersive

Unsupervised learning algorithm to recommend remote work locations

- Developed functions to convert user input to applicable metrics and find nearest cosine similarity, then return as recommendation with customized landing page
- Deployed a fully functional Streamlit application for testing and sharing with others
- Technologies used: Python, NumPy, Scikit-learn, Matplotlib

Neural net multiclass image classification

- Created a convolutional neural net model that accurately classified 82% of a multi-class collection of 25,000 images
- Launched a Streamlit application with imported CNN model and image upload capability for further classification trials
- Technologies used: Tensorflow, Keras, Python

NLP algorithm to classify Reddit posts

- Scraped thousands of posts from two Reddit threads and employed CountVectorizer/TfidfVectorizer to transform the data for modeling
- Built a function to test and evaluate 40+ text classification models; achieved a maximum R^2 score of .86
- Technologies used: Spacy, Vader, Python, Requests, Scikit-learn

Cal Poly San Luis Obispo

Sept 2014 - June 2018

Bachelor of Science in Business Administration; Concentration in Accounting

Quantitative Coursework: Statistical Inference, Probability, Calculus II/III

Completed Winter and Spring 2017 quarters in Spain