

LINDSAY S. TUBBS

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Python programmer and data analyst with an interest in natural language processing

EDUCATION AND SKILLS

- **BA – Integrated Marketing Communication, Hood College, Frederick, Maryland (2018)**
- **Data Analysis and Visualization:** Python • PostgreSQL • MS Excel • Jupyter Notebook
- **Web Development:** HTML • CSS • JavaScript • Bootstrap
- **Other Skills:** bash, Git, GNU Image Manipulation Program (GIMP)

PROJECTS

To Impossible and Beyond: Social Media Sentiment Analysis of Plant-Based Patties

- Explored consumer sentiment on Twitter regarding the Impossible Burger and the Beyond Burger
- Scraped 40,000 tweets for each brand and imported datasets to PostgreSQL
- Analyzed tweets for positive or negative sentiment using a rule-based method in order to create training sets for sentiment analysis machine learning models
- Visualized training sets in word clouds of positive and negative tweets to gain familiarity with each set
- Extracted hashtags with positive sentiment and negative sentiment and sorted by frequency of use
- Compared combinations of feature extraction methods (Bag-of-Words and TF-IDF) and machine learning models (Logistic Regression, XGBoost, Decision Trees) to determine the combination with the highest F1 score (measure of effectiveness)
- Trained logistic regression machine learning model using features extracted from training sets of tweets
- Applied the trained machine learning model to predict negative or positive sentiments of tweets in test sets

Lyrical Visualization and Analysis: Taylor Swift

- Visually modeled the lyrics of Swift's nine main studio albums in word clouds
- Analyzed Swift's lyrics to determine lyrical and thematic consistencies and changes throughout her career
- Performed rule-based sentiment analysis on the lyrics to determine the sentiment (positive, neutral, negative) of each song and album

In November 2020 I left my job as an IT recruiter to pursue a new career path in data analytics. For the past 10 months I have been expanding my technical skill set, completing analysis and visualization projects, and developing my personal portfolio website, lindsaytubbstech.com.

WORK HISTORY

Technical Recruiter • Open Systems Technologies • Reston, VA	<i>February 2020 – November 2020</i>
Technical Recruiter • DISYS • McLean, VA	<i>March 2019 – January 2020</i>
Business Development Executive • DISYS • McLean, VA	<i>July 2018 – March 2019</i>
Intern • Hood College Marketing and Communications Dept • Frederick, MD	<i>Sept 2017 – July 2018</i>
Corporate Intern, Merchandising Execution • Walmart, Inc. • Bentonville, AR	<i>June 2017-August 2017</i>