

LINDSAY S. TUBBS

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

EDUCATION AND SKILLS

- **BA – Integrated Marketing Communication, Hood College, Frederick, Maryland (2018)**
- **Data Analysis/Visualization:** Python • PostgreSQL • Excel • Google Analytics • Cognos Analytics
- **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 year I have been expanding my technical skill set, completing analysis and visualization projects, and developing my personal portfolio website, lindsaytubbstech.com.

WORK HISTORY

Social Media/Web Analyst (Volunteer) • One Bread Foundation • San Ramon, CA (Virtual)

December 2021 – Present

Technical Recruiter • Open Systems Technologies • Reston, VA

February 2020 – November 2020

Technical Recruiter • DISYS • McLean, VA

March 2019 – January 2020

Business Development Executive • DISYS • McLean, VA

July 2018 – March 2019

Intern • Hood College Marketing and Communications Dept • Frederick, MD

Sept 2017 – July 2018

Corporate Intern, Merchandising Execution • Walmart, Inc. • Bentonville, AR

June 2017 – August 2017