Dillon Diatlo

Data Scientist

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Data Scientist with a background in marketing. 10+ years of experience in analysis, optimization, problem-solving, cross-functional collaboration, and presentations. Proficient in Python, SQL, Tableau, and AI learning models.

SKILLS

Programming Languages: Python, SQL, R, Scala **Data Science:** Supervised and Unsupervised Modeling, Data Collection, Data Cleaning, Data Visualization, Data Analysis and Analytics, Data Pipelines, A/B Experimentation, Predictive Modeling, Linear Models, Tree-based Models, Web Scraping, Support Vector Machines, Clustering, Time Series, Forecasting, ARIMA, Neural Networks, Principal Component Analysis (PCA), Large Langauge Models (LLM), Natural Language Processing (NLP), Adaptability, Communication, Public Speaking **Python Libraries:** Pandas, Numpy, Matplotlib, Seaborn, Scikit-learn, TensorFlow, Keras, Geopandas **Tech:** Tableau**,** Git, JupyterNotebooks/Labs, VS Code, Google Colab, Databricks, BigQuery

PROJECTS

Regression & Forecasting | NYC Taxis | Apr 2024
- Engineered GradientBoostRegressor to predict the NYC taxi zone with the highest ROI, achieving 87% r^2 score
- Cleaned 212M rows of data to unlock patterns for statistical analysis, predictive, and time series modeling
- A/B tested pipelines and models; XGBoost, LinearRegression, GradientBoost, RidgeCV, and LassoCV
- Deployed Streamlit app with integrated OpenWeatherAPI for real-time operation of predictive model

NLP & Sentiment Analysis | Reddit | Apr 2024
- Built a LogisticRegression model to categorize Reddit posts, achieving an accuracy of 97% from 45% baseline
- Created a structured dataset from 10,000+ raw, unstructured data points
- Designed pipelines with CountVectorizer, lemmatizer, and more for sentiment analysis and classification modeling

RELEVANT EXPERIENCE

Data Science Bootcamp | General Assembly | Remote | Jan. 2024 – April 2024
> Completed 700+ hours of expert-led instruction in machine learning and statistical analysis, as well as hands-on learning in predictive modeling, data visualization, and AI fundamentals.

Developed projects, including:
> **Data Scientist** | Neural Networks: 4 data scientists - EDA and predictive modeling - Pandas, Numpy, Matplotlib, Seaborn, RandomForest, ExtraTrees, DNN, LogisticRegression - Built a DNN that predicts Spotify song popularity, achieving accuracy of 79% from 56% baseline
> **Data Scientist** | Image Classification: 4 data scientists - EDA, predictive modeling, stakeholder presenter - Google Colab, BigQuery, TensorFlow, Keras - Built and deployed CNN model within Streamlit site to accurately classify a picture of a hotdog

Copy Analyst | Contractor | NYC, NY | Aug 2023 - Current
- Leveraging 10+ years in marketing to provide data-driven insights into copywriting and designs
- Collaborated with Pentagram to analyze and optimize Pfizer's 600+ brand style guide

Senior Copywriter | Code & Theory | NYC, NY | June 2022 – Aug 2023
- Analyzed Amazon data to create Webby Award-Nominated Amazon Small Business campaign
- Audited e-commerce competitors to identify trends for client website and campaign optimization
- Translated data-driven insights into design and website copy for Morgan Stanely, Baron Capital, Simpli.fi, Microsoft
- Supported cross-functional teams with strategic feedback on marketing best practices and opportunities
- Partnered with Project Managers and Coordinators to develop measurable KPIs and metrics for result analysis

Senior Verbal Designer | R/GA | NYC, NY | March 2020 - May 2022
- Collected competitor work samples from 50+ organizations to identify brand-positioning opportunities
- Transformed behavioral and competitor data into 10+ verbal brand identities for Cigna's billion-dollar health service company Evernorth, Dwayne Johnson's The XFL, Covenant House, Racetrac, Legos, and more
- Collaborated with ECDs and Head of Visual Design to build entire brand style guides for Fortune 100 rebrands

Senior Copywriter & Editor | Engine Group | NYC, NY | Feb 2018 - Jan 2020
- Collected Gen-Z audience data to redesign the Birthright trip, winning Birthright as a $500,000 client
- Wrote and deployed data-driven digital marketing campaigns, surpassing KPIs by 4000%
- Partnered with CEO and CMOs to translate complex technical concepts into non-technical sales material

EDUCATION
General Assembly | Data Science Bootcamp | Remote
Bachelors | English | University of Pittsburgh | Pittsburgh, PA

CERTIFICATIONS
Codecademy | Code Foundations Skill Path Certification
Codecademy | Learn How to Code Course Certification
LinkedIn | How to Research and Write Using Generative AI Tools Certification