

Dillon Diatlo

Data Scientist

New York City, NY | 732-492-3443 | dillondiatlo@gmail.com | [Portfolio](#) | [LinkedIn](#) | [GitHub](#)

Leveraging 10+ years as a creative in Advertising to weave numbers into powerful narratives as a Data Scientist.

SKILLS

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

PROJECTS

Regression & Forecasting | NYC Taxis | Apr 2024

- Engineered GradientBoostRegressor to predict NYC taxi zone with 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 categorizes Reddit posts, achieving 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

Successfully 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

Data-driven 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 edit pharmaceutical-giant 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 competitors to identify trends for client website and campaign optimization
- Translated data-driven insights into design and website copy for Morgan Stanley, 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