


Daniel Marks

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Professional Summary & Mission

I am a relentlessly dedicated technical professional and engineer with 16 years of experience managing projects, developing and implementing processes, and generating insights from data. I sweat details and charge my batteries working on impactful problems with awesome teams, striving to be an invaluable, egoless, and respected contributor.

Core Competencies

- Data Management & Analysis
- Project Management
- Algorithmic Problem Solving & Coding
- Technical Communication

Technical Skills

- **Languages** Python, SQL, MATLAB
- **Platforms** GitHub, Jupyter Notebook, VS Code Studio, Anaconda, Trello, Jira, Microsoft Office, Docker
- **Data Tools** Power BI, Excel, SQLite, MySQL, PostgreSQL, NoSQL (Cassandra, MongoDB), Airflow, Kafka, Spark
- **Data Frameworks** Pandas, Numpy, SciPy, Statsmodels, Seaborn, Matplotlib, GeoPandas, Requests, BeautifulSoup
- **ML Frameworks** Scikit-Learn, TensorFlow, Keras, NLTK, nx
- **Data Techniques** Statistical analysis, hypothesis testing, data modeling, ETL, EDA, data visualization
- **ML Techniques** Supervised (regression, classification); Unsupervised (clustering, PCA); Reinforcement learning and neural networks; feature engineering, hyperparameter tuning, cross-validation

Professional Experience

Data Scientist & Machine Learning Consultant | February 2024 – Present

Currently working with education startup to update ETL procedures and utilize data for more targeted, efficient campaigns.

- Coded custom web-scraping Python scripts and ETL pipelines, writing into SQL database; integrated data pipeline artifacts with existing HubSpot database to feed into machine learning models for predictive analysis.
- Built binary classifier models and bespoke scoring metric; trained classifier models on historical client data (13k+ instances, 40+ features [3 engineered]) to identify future targets, achieving immediate increased positive response rate.
- Analyzed and communicated feature importance to further inform stakeholders as to most impactful client features; created custom visualizations of bespoke scoring system in PCA-reduced feature space to emphasize findings.

Technical Director/Lead – Stego Industries, LLC (San Clemente, CA; Denver, CO; 50% Remote) | August 2013 – March 2023

Headed Technical Sub-Division responsible for new product development of construction films and concrete accessories.

- Built document database and sharing protocols among suppliers/vendors; developed scalable framework for QA/QC data collection and statistical analysis (hypothesis testing) templates and data visualizations in Power BI; analyzed product performance for all brands; created custom views for stakeholders to eliminate ad hoc test data queries.
- Built out Product Development (PD) processes and protocols; implemented tracking systems via Microsoft Office, SharePoint, and Trello for company-wide use; lead efforts to make PD repeatable, scalable, and transparent.
- Co-led our Vendor Relations Team as primary technical contact; lead multiple new product development efforts; helped conceptualize, research, design, and prototype all new products since 2016; developed novel, targeted testing protocols, and coordinated third-party testing. Managed Sub-Division, overseeing team of four.

Education & Certification

Cornell University – B.S. Mechanical Engineering (Focus: Systems Engineering)

Varsity Soccer (Team Captain 2006); Cornell Tradition Fellowship (2003-2007)

Data Analysis, Data Science, Data Engineering, & Machine Learning Curriculum | April 2023 – February 2024

- Professional Certifications & Specializations (links to all [achievements](#) and [full curriculum](#)):
 - [IBM Data Science](#); [IBM Data Engineering](#); [DeepLearning.AI Machine Learning](#); [UoMichigan Applied Data Science](#)
 - Example Independent Projects (all repositories are on GitHub [here](#)):
 - [European Soccer Player Statistical Analysis Notebook](#); [Movie Database Creation & Advanced SQL Querying](#)