

# Lina Stark

13381 Hauck Islands, Detroit, MI ♦ Phone: +1 (555) 795 5486

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## EXPERIENCE

### DIRECTOR OF DATA SCIENCE

**Los Angeles, CA**

06/2014 – present

- Grow and manage a world-class platform and team for rapid product research, development, deployment and improvement
- Manage data scientists to help execute on your strategic vision
- Provides leadership in advanced engineering, data science and analytics in the development of current or future products or technologies
- Collaborate with investment and client-facing teams to develop solutions to address research and business challenges
- Maintain and update standards to assess and document modeling process and performance
- Mentor junior team members and create training and growth opportunities
- Work specifically in a variety of areas: Machine Learning, Artificial Intelligence, Large scale cookie and account level analysis, and more

### DATA SCIENCE

**Los Angeles, CA**

11/2009 – 05/2014

- Perform EDA and feature engineering to both inform the development of statistical models and generate improve model performance and flexibility
- Work with Capgemini's global data science leadership to execute identified business use cases on time and manage project delivery / client expectations
- Provide analysis using mathematical modeling tools to improve business processes and decisions
- Leverage data to perform intensive analysis across all areas of our business to drive product development
- Assist with the mentorship and development of junior staff
- Assist with the development of standardize reporting solutions that align metrics and drivers with the associated financials
- Create dashboards and reports to regularly communicate results and monitor key metrics

### INTERN, DATA SCIENCE

**New York, NY**

02/2004 – 07/2009

- Designing and implementing machine learning solutions with tasks ranging from feature selection, classification, clustering, time series analysis and much more
- Writing SQL or P code for cleaning the data and for developing statistical models
- Analyzing data with standard statistical methods, interpreting the results, and developing recommendations that can be implemented
- Data Engineering – building the pipelines and tools for data transfer and share
- Carry out tasks encompassing data cleansing and data normalization
- Conduct research on methodology enhancements using weighting techniques
- Conduct research on methodology enhancements using non-traditional weighting techniques

## EDUCATION

### BOWLING GREEN STATE UNIVERSITY

**Bachelor's Degree in Computer Science**

## SKILLS

- Good knowledge of shell scripting
- Highly analytical and able to extract key insights from data then communicate them clearly and effectively to stakeholders
- Dig through our extensive datasets to find actionable insights for city teams
- Strong experience in predictive modelling using R/Python
- Strong programming background in at least one - Java, Scala or other object oriented programming languages
- Strong command over Big Data technologies – HADOOP, HIVE, PIG, Spark-MLlib
- Expertise in handling large data volumes MPP databases like Teradata/Greenplum and high proficiency in SQL
- Experienced professional with at least 8-10 experience working across Analytics & Machine Learning domain
- CS Background good as well
- Strong Stats / Math background