EVAN A. BRYDON

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SUMMARY

Experienced data scientist with strong ability to quickly learn new skills, independently solve complex problems, clearly communicate results, and provide pragmatic paths to move forward.

WORK EXPERIENCE

The Nielsen Company - Menlo Park, CA

Data Scientist (January 2016 - July 2024)

- Used Python Pandas and Scikit-Learn to create a model to predict age for demographic reporting in Nielsen Digital Ad Ratings and Digital Content Ratings products.
- Refined and carried out process to algorithmically link Nielsen TV panelists to Facebook profiles for cross-platform measurement in R.
- Helped build a now-patented automated process in AWS to link Nielsen panelists to Google accounts while adhering to stringent data security requirements.
- Worked with a team to build a model for assigning demographics to census data at the device level. The model was built using PySpark in a modified version of AirFlow.
- Greatly extended the model's lifespan by linking devices to people and implementing a system to automatically and continually update the model.

Convergence Investment Management - San Francisco, CA

Data Science Intern (March 2015 - July 2015)

- Used Python Pandas and Scikit-Learn to create and test a regression model to predict fund movement for closed-end funds in selected situations.

LiveCareer - San Francisco, CA

Data Science Intern (November 2014 - March 2015)

- Worked with LiveCareer database and API to extract text from resumes. Used text processing and machine learning techniques to examine resumes grouped by industry and form natural clusters by content.

EDUCATION

M.S. in Analytics, University of San Francisco, 2015

B.A. in Mathematics/Economics, University of California - Santa Barbara, 2012

SELECTED COURSEWORK

UNIVERSITY OF SAN FRANCISCO

Relevant Courses: Exploratory Data Analysis, Linear Regression Analysis, Time Series Analysis, Multivariate Statistical Analysis, Data Acquisition, Machine Learning, Advanced Machine Learning, Distributed Computing, Relational Databases, NOSQL Databases, Information Visualization, Web Analytics.

UNIVERSITY OF CALIFORNIA - SANTA BARBARA

Relevant Courses: Econometrics, Methods of Analysis, Calculus, Vector Calculus, Advanced Linear Algebra, Game Theory and Decision Making.