EBI BARZEGARY

Ph.D. Quantitative Marketing

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SUMMARY

Resourceful and Innovative data scientist with a strong background in computer science and engineering, extensive education in business, and a solid understanding of marketing. Used state-of-the-art machine learning tools for prediction, treatment effect estimation, causal inference, and personalized policy design tasks. Proven track record of working on novel problems with the experience of designing and coding an open-source machine learning algorithm.

EXPERIENCE

Data Science Research Intern
Adobe

📅 Summer 2017, 2018, 2019   📍 San Jose, CA and Seattle, WA

- Research collaboration opportunity focused on open-ended questions on customer acquisition and retention in **SaaS** business model.
- Designed a personalized free trial length assignment policy that led to a 6.8% increase in post-trial subscription rate in offline evaluation metric.
- Used **Spark** and **Hive** to query into **Hadoop** database system.
- Designed a new algorithm for the novel problem of modeling customers' dynamic choices in high-dimensional settings. Reduced estimation bias by as much as 40% compared to traditional estimation approaches in simulation studies.

Co-founder and Senior Developer
EPie

📅 Aug 2013 – July 2016   📍 Tehran, Iran

- Designed and implementation of an extensive code-generator for HTML, ASP.NET and JavaScript using Visual Studio scaffolding.
- Led a 5 member engineer team to design a fully-tailored and integrated payroll and HSE system for SAIPA corporation.
- Implemented a single-page MVVM front-end architecture using KendoUI.

EDUCATION

Ph.D. in Quantitative Marketing
Foster School of Business, University of Washington

📅 Sep 2016 – Ongoing

Minor in **Computer Science** and **Economics**

Master of Business Administration (MBA)
Sharif University of Technology

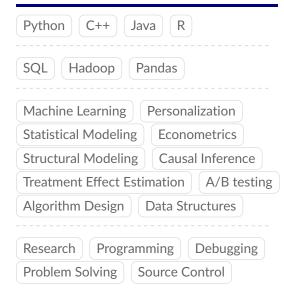📅 Sep 2014 – Jun 2016

B.S. in Computer Engineering
Sharif University of Technology

📅 Feb 2009 – Sep 2013

AWARDS

- James B. Wiley Endowed PhD Fellowship
  University of Washington (2020-2021)
- G. Furukawa Distinguished Leader Fellowship
  University of Washington (2016-2020)
- **Silver Medal** in INOI
  National competition in algorithm design, data structures, discrete mathematics, and programming (2007)

SKILLS

Python   C++   Java   R

SQL   Hadoop   Pandas

Machine Learning   Personalization
Statistical Modeling   Econometrics
Structural Modeling   Causal Inference
Treatment Effect Estimation   A/B testing
Algorithm Design   Data Structures

Research   Programming   Debugging
Problem Solving   Source Control

OTHER

○ **Creator of RePaD algorithm** (url)
RePaD is a dynamic discrete choice modeling algorithm in high-dimensional settings. RePaD repository includes several tools for dynamic discrete choice modeling in python.

🎖 **Coursera Deep Learning Specialization**
Familiar with RNNs, CNNs, image processing and NLP.
Familiar with transfer learning.

📖 **Ad-hoc Reviewer**
For *Marketing Science*, and *Quantitative Marketing and Economics* journals

💻 **FCAC lab administrator**
Design the Foster Customer Analytics Center website (url), and maintain the high-performace computing lab.

PUBLICATIONS

Please visit my homepage. (url)