# **Elda Pere**

# **Data Scientist**



# **Experience**

#### 2020-06 present

# **Data Science Consulting**

Powerside, Upwork, DataGood, Nehemiah Gateway

- Training and deploying a supervised machine learning classifier (K-Means clustering algorithm) using cloud platforms: Amazon SageMaker and Microsoft Azure.
- Project managing a team working on a marketing and fundraising analytics dossier. Dossier includes NLP text analysis on newsletters, visualizations of social media data and A/B testing results and guides for email blasts.
- Building creative and user-friendly dashboards with explained insights for game platforms, race car data and market research.
- Communicating with client to get to know their work challenges and platforms, and then provide a project spec and deliverable that best suits their needs.

#### 2020-01 present

# Data Scientist I

ViviendasLeón

- Routinely communicating with the leadership on modeling projects to present in a cohesive, logical, and fluent way from the original business question to data-driven strategy recommendations.
- Working with coordinators and volunteers in Nicaragua and Guatemala to exercise most efficient data collection methods that fit their circumstances (rare wi-fi, old tablets).
- Using Excel spreadsheets with volunteer farming data to create Tableau dashboards that drive strategic decision-making, such as finding the ideal times to visit village families in terms of their availability.
- Using Python packages to analyze marketing as well as farming data and provide actionable insights that increased engagement by over 50%.

## 2019-09 present

# **Communications Analytics**

UC Berkeley Student Affairs

- Develop custom linear regression models for incoming student survey data.
- Creating a system of reporting social media analytics for clients and partners with constantly changing data utilizing Python.
- Creating reports for different social media platforms on a monthly basis using Google Data Studio, Excel and Jupyter Notebooks.
- Creating content for social media by applying insights from previous analytics reports.
- Use quantitative analysis and the presentation of data to see beyond the numbers and understand what drives the organization.

#### 2019-05 -2019-08

## **Data Science Intern**

Xy Web Solutions

- Worked with customers to bring their website vision to life.
- Developed social media strategies for the company's platforms and started the company's first blog about data use in small businesses.
- Developed visualizations for client e-commerce data using Tableau visualization software.

#### 2019-02 -2019-05

# **Representative of Student Task Force**

Bergen Community College

 Restructured the default student experience at the college by creating a new curriculum using student data. The new curriculum is to be implemented by 2020 and focuses on guiding an undecided student, as well as leveling the number of required humanities courses compared to science courses.

#### 2017-05 -2018-08

## Research Intern

Bergen Community College

- Started the college's first chapter to create free prosthetics and started developing an entirely new field of trigonometry, "Trigonacci". These projects won first and second place at STEM C^2 regional conference.
- Researcher in the largest study on the effects of ASMR media and classical music on stress and anxiety using EEG machines. Recognized as the top project among 470 others and published here.



# Leadership

# Phi Theta Kappa Board of Directors

Assist in decision-making related to the functions of the Honors Society as a whole. Started "TransferNation", the first podcast that gives transfer students professional advice from interviews.

# International President at Phi Theta Kappa

Represented high-achieving students of the nation by hosting conferences, speaking in front of an audience of over 4000, writing for periodicals and assisting in marketing events and products.



# **Personal Info**

#### Phone

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#### E-mail

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#### **WWW**

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### LinkedIn

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# **Skills**

Programming - Python

Experience with Pandas, NumPy, SciKitLearn, Seaborn, Plotly, MatPlotLib, GeoPandas, and other packages.

Programming - Other

Coursework done in Java, Javascript, C++, R, SQL and HTML.

**Data Visualization** 

Professional experience with Google Data Studio, Tableau, Microsoft Excel, Adobe Photoshop and more.

**Statistics** 

Experience and coursework done in probability, hypothesis testing, optimization, regressions and general machine learning.

Communication

Professional experience in written communication through publications, public speaking, social media marketing/branding. Fluent in Albanian and Spanish.



# **A** Education

**BS: Data Science, University** of California, Berkeley.

**AS: Engineering Science,** Bergen Community College.



# **Awards**

## 2019-10

Authored Amazon's #1 New Book Release In STEM Education

## 2018-11

New Jersey Student of the Year

# 2018-04

Jack Kent Cooke Scholar

# 2018-01

Achieving the Dream Scholar

## 2018-05

Coca-Cola Silver Scholar Award