Ellek Linton

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Education

University of California, Berkeley (May 2020) **GPA: 3.55**

B.A. in Data Science, *Emphasis on Business Analytics*

Coursework: Data Structures, Computer Programs, Principles of Data Science, Linear Algebra, Discrete/Continuous Probability, Calculus, Differential Equations, Business Analytics, Statistical Inference, Machine Learning, Data Ethics

Work Experience

Data & Business Analyst **May 2019 – Present**
Instructure, Inc. / Canvas *Salt Lake City, UT*

- Tested and deployed a custom automated Python tool that managed account & opportunity territory alignment
- Saved Instructure over *$250,000* by optimizing go-to-market team focus and increasing pipeline generation
- Cleaned up/enriched over 15,000 Salesforce opportunities to ensure accurate data population for better analytics
- Identified & analyzed 20,000 duplicate Salesforce accounts through string canonicalization and fuzzy-matching

Project Manager, Consultant, & Senior Advisor **August 2018 – Present**
Data Science Society at UC Berkeley *Berkeley, CA*

- Cleaned, compiled, and merged data from 3 distinct raw datasets, totaling 350,000 rows & 200 columns
- Managed team of six, analyzed large dataset, discovered new correlations and explained relative variance in data
- Visualized data trends, patterns, and correlations; presented findings & inferences to corporate executives

Personal Projects

Baus Playlists (download iOS beta at *https://baus.cc/beta*) **May 2019 – Present**
iOS (Swift), Python, Pandas, Numpy, Seaborn, Java, Google Cloud *Berkeley, CA*

- Engineered AI model from scratch to take in one "seed" song and generate an optimal playlist of similar songs
- Overcame KNN-classifier *curse of dimensionality* (13 dimensions) and improved runtime from $\Theta(n)$ to $\Theta(\log(n))$
- Directly integrated with Spotify API for seamless user experience and immediate playlist listening availability
- Authored code independently, including APIs, model training/prediction, unit tests, and optimization tests
- Structured & optimized original database of over *800,000* songs with *13* predictive song features and attributes

Authentic8r (on *iOS App Store*) **March 2018 – Present**
iOS (Swift), Python, Tensorflow, Google Cloud *Berkeley, CA*

- Built convolutional neural network with Tensorflow to predict whether a sneaker is counterfeit or authentic
- Captured over 12,000 labeled images for model training and validation, achieved 85% validation accuracy
- Attained 1,800+ phone-verified users, collected over *20,000* images from users for continuous model refinement
- Developed cloud-based implementation of Tensorflow model for real-time model updates and deployment

Twitter Growth Engine **February 2018 – February 2019**
Python, Tensorflow, Numpy, Pandas *Berkeley, CA*

- Built neural network predicting follow-backs, increased follow-back rate by *12x,* gained 600 followers/day
- Attained 26 *million* impressions on a single tweet, & averaged 1.7 *million* impressions per day at peak
- Architected & maintained private database containing metadata and behavior for 50,000 Twitter users
- Eventually flagged and suspended by Twitter for suspiciously high account growth due to my algorithm

Skills

Programming Languages: *Python, SQL, Java, Swift, Lisp, Objective-C*
Libraries: *Tensorflow, Keras, Pandas, Numpy, Seaborn/Matplotlib, Regex, Scikit-Learn*
Skills: *Machine Learning, Neural Networks, Regression, Data Modelling, Data Engineering, Software Engineering, Data Scraping, Program Optimization, Data Analysis, Unit Testing, Data Structures, Data Cleaning*