

ELLEK LINTON

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Education

University of California, Berkeley (2021)

GPA: 3.6

Major: B.A. in Data Science, Minor: Computer Science

ACT: 33

Coursework: Data Structures, Program Structures, Computer Programs, Foundations of Data Science, Linear Algebra, Discrete Probability, Vector Spaces, Calculus, Differential Equations, Economics, Statistical Inference

Work Experience

Project Manager and Consultant

August 2018 – Present

Data Science Society at UC Berkeley Analytics Committee

Berkeley, CA

- Managed team of 6, analyzed large dataset, and built neural network to make predictions from dataset
- Cleaned, organized, and compiled data from raw dataset containing 350,000 rows and 200 columns
- Developed algorithm in Python to correlate stock prices with Twitter Natural Language Processing data
- Scraped over 10,000 Tweet data-points with Python to discover data patterns and trends

Marketing Intern and Blockchain Consultant

December 2017 – August 2018

ZAGG Inc. & Mophie Inc.

Salt Lake City, UT

- Researched 20 potential brands for collaboration partners to strengthen the ZAGG brand portfolio
- Instructed ZAGG board of directors/investors implementation techniques for blockchain
- Coordinated and researched nationwide marketing initiative tour spanning over 80 college-campuses
- Increased production efficiency by simplifying distribution from categorical analysis and research

User Experience Intern

June 2016 – August 2016

ZAGG Inc.

Salt Lake City, UT

- Executed and presented market research to drive more effective web store interactions
- Designed website templates using Adobe XD, Adobe Illustrator, and Adobe Photoshop
- Researched potential website changes to increase conversion rates and improve the user experience

Projects

Authentic8r Counterfeit Sneaker Detector

March 2018 – Present

iOS (Swift), machine learning (Tensorflow), Python

Berkeley, CA

- Created custom image-recognition Tensorflow machine learning model to detect counterfeit sneakers
- Achieved 85% counterfeit-detection accuracy through continuous model retraining and refinement
- Attained 550 users in the first week, currently maintaining 100 users/week
- Designed iOS Swift app complete with app-icons and implemented an effective user experience flow

Twitter Follow-Back Predictor

February 2018 – Present

Python, NumPy, Pandas, Matplotlib, Tweepy

Berkeley, CA

- Developed Python algorithms to target new users using neural networks and other data analysis tools
- Achieved 12x higher follow-back ratio under the algorithm, gained ~600/followers/day
- Analyzed follower data, activity levels, and times to optimize the time and length of tweets
- Attained 25 million impressions on a single tweet, and averaged 1.7 million impressions per day

Skills and Interests

- Languages: Python (Pandas, NumPy, MatPlotLib), Java, Swift, Scheme, Objective-C, SQL, Xcode
- Skills: Machine Learning, Artificial Intelligence, Neural Networks, Tensorflow, Keras, Data Modelling
- Interested in: Spanish Guitar, Electric Guitar, Longboarding, Hacking, Mountain Biking, Exploring Coffee Shops & Cities, *The Godfather*, *The Sopranos*