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 *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
- Visualized data trends/patterns and presented findings to corporate executives
- Developed algorithm in Python to correlate stock prices with Twitter Natural Language Processing data
- Scraped over 10,000 Tweets with Python to discover data patterns and trends

Marketing Research Intern **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

Projects

Founder, Authentic8r Counterfeit Sneaker Detector **March 2018 – Present**
Neural Networks (Tensorflow), iOS (Swift), 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
- Developed cloud-based Swift implementation of Tensorflow allowing real-time model updates
- Attained 1,300 users, maintained 100 active weekly users, and collected 18,000 images from users
- Designed iOS Swift app complete with app-icons and implemented an effective user experience flow

Created Twitter Growth Engine **February 2018 – Present**
Neural Networks (Tensorflow), Python, NumPy, Pandas, Tweepy API *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
- Created and maintained private database containing metadata for 50,000 Twitter users
- Attained 25 *million* impressions on a single tweet, and averaged 1.7 *million* impressions per day
- Analyzed follower data, activity levels, and times to optimize the time and length of tweets

Skills and Interests

- Languages: Python (Pandas, NumPy, MatPlotLib), Java, Swift, Scheme, Objective-C, SQL, Xcode
- Skills: Machine Learning, Neural Networks, Artificial Intelligence, Tensorflow, Keras, Data Modelling, Data Engineering, Data Scraping, Optimization/Efficiency, Data Analysis, Software Engineering
- Interests: Spanish Guitar, Longboarding, Hacking, Mountain Biking, Exploring Cities, *The Godfather*