

# Winston Robson

warobson@gmail.com | Pleasanton, CA | +1 925.400.8172 | [GitHub](#) | [Medium](#) | [LinkedIn](#) | [References](#)

## EXPERIENCE

### Galvanize, Inc.

San Francisco, California

Data Science Fellow

January 2019 – Present

- Quantitative Population Prediction by Place ([repo](#); [one pager](#))  
*Capstone project; forecast population change of a given town/city (Place), considering missing data and shifts in trend*
  - Large focus on EDA and forging time series datasets for Facebook Prophet model
    - Cleaned and extracted values from Decennial Census datasets (1970, '80, '90, '00, '10) and American Community Survey 5-year estimate datasets (*train*: 2011, '12, '13, '14, '15; *test*: '16, '17)
  - Model performed marginally better than Baseline (continued rate of change) w/ 4-7% MAE predicting population
  - Business use: identify high-growth areas; long-term investment/development
  - Improve & continue: synthesize pre-y2k yearly; multi-factorize; qualitative demographic/otherwise introduction
- Case Studies
  - Recommender Case Study ([repo](#); [slides](#))
    - Considered user and movie information; rank ordered movies of interest with ALS Matrix Decomposition model
    - Thumbs Method - Converted ratings to binary system of approval/disapproval based on ratings above or below 4
    - Business use: increase user use time; understand and cater to user preferences; market trend insight
  - Fraud Detection Case Study ([repo](#); [slides](#))
    - Real-time fraud detection web app (AWS EC2) with Gradient Boosting model, MongoDB, and Flask
    - Derived non-explicit data points via deep exploration of implied information; wide margin best-in-class accuracy
    - Business use: retain and build user trust; reliably detect fraudulent events (risk catch rates: hi(78%), med(99%))
  - Churn Case Study ([repo](#); [slides](#))
    - Gradient Boosted model to predict users that are at risk of churning w/ 77% accuracy (validated with ROC plots)
    - Business use: visualized Profit Curves for possible user incentive retention programs

### Berkshire Hathaway HomeServices Drysdale Properties

Pleasanton, California

Real Estate Consultant, REALTOR®

June 2018 – Present

- Residential real estate transactions in San Francisco Bay Area with focus in East Bay / Tri-Valley
- Built semi-autonomous new listing "scrape-to-post" tool for Facebook pages with BeautifulSoup and Selenium 2.0 (WebDriver)

### Sterling Bros Investment & Development Ltd.

Camden Town, London

Head of Marketing

September 2017 – December 2017

- Temporary position; mobilized deal flow conducive of long-term growth and value
- Constructed responsive database of 839 clients; initiated lead pairings to increase operational efficiency
- Sourced and communicated investment opportunities (£5m to £50m) with fund management throughout Eurasia
- Devised locational arbitrage equations for Ferrari 458s (2011 to 2014); manual single variable input, multimetric output

### Wilson Coker Wealth Advisors, LLC (Raymond James)

Rogers, Arkansas

Intern / Head of Online Presence

June 2017 – August 2017

- Founded Online Presence Department, set up system and practices, trained replacement
- Designed and implemented 3 AdWords campaigns, 7 - 10 ads each, allocated resources and mapped results
- Established self-improving scheme; increased unique users (3/week to 270/week) and sessions (3/week to 400/week)

## DEVELOPMENT

### Future Vision

San Francisco, California

Editor

May 2019 – Present

- Online publication focused on providing platform for tomorrow's thought leaders ([Home](#); [Twitter](#))
- 55,820+ minutes read on 35,992+ views in first 30 days with average 851+ daily unique visitors

### Capita Colloquium

West Fairlee, Virginia

Tariffs and Monetary Policy

June 2018

- Examined Milton Friedman with a focus on his works [Capitalism and Freedom](#) and [Free to Choose](#)
- Lead discussion on tariffs and monetary policy, conveying Friedman's views, posed thought-provoking questions

### WARisk Consultancy

Arkansas; California

Founder and Director

January 2018 – Present

- Lifr Basics : Produced [video lessons](#) on the basics of Arabic, French, Russian
- Lifr GamePlay : Live streamed gameplay and commentary to [Twitch](#), [YouTube](#), and [Instagram](#)
- the Lifr Podcast : [Interviewed](#) esteemed and accomplished guests on their habits and approach to life
- WARisk : Researched and authored reports (~5,000 words each) for multiple companies regarding their Online Presence

## ABOUT

### Data Science Skills

Python, Git, Numpy, Pandas, Matplotlib, Scikit-Learn, Selenium, Flask, Facebook Prophet, BeautifulSoup, TensorFlow, SQL, Docker

### Interests

MMA, Twitch/YouTube, People, Numbers, Responsibility

### Skills

Finding Value, Being Happy, SEO, Listening, Adapting Quickly

### Licenses

California Real Estate Salesperson (DRE #020607)

REALTOR® (MLS/NRDS: 206538676)

California Notary Public (CA #2256408)

### Sample Writings

- [LinkedOut](#) (Medium Curator's Pick : Programming)
- [Offsite, the Vanguard of Construction](#)