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Anthony Franklin, PhD

Accomplished advanced analytics expert and consultant. Proficient programmer, developer and artificial intelligence specialist. 12+ years experience problem solving, team leadership, and customer facing. Experienced public speaker and executive level presenter. Former Div. I college football player and lifelong academic.

Skills

Programming Experience:

Python, R, SAS, PySpark, Tensorflow/Keras, PostgreSQL, MS SQL Server

Key Experience:

AWS & Azure Cloud Computing Battle Tested
Machine Learning (Classification, DOE, Reinforcement Learning, Extreme GB, Random Forest)
Marketing and Customer Centric Analytics (Customer Retention Analysis, Customer Lifetime Value)
Risk Analytics (Credit Scorecard Development, Loss-Given Default)
Deep Learning (Convolutional NN, MLP, Auto-Encoders, GANs)
Text Analytics (NLP, Topic Extraction, Sentiment Analysis)
Model Management and Governance
Data warehouse (Analytics Data Mart, MDM)

Business Intelligence Experience:

Tableau, PowerBI

Experience

APRIL 2018 - PRESENT

Sr. Cloud Analytics Engineer (OCP) / Microsoft Corp., Charlotte, NC

- Design and develop analytics based solutions for Microsoft Azure strategic partners (ISV & SI).
 - Facial recognition and image classification modeling specialist (CNNs, GANs)
 - Sales and product forecasting modeling specialist (Python Prophet)
 - Text analytics, audio transcription modeling specialist (NLTK)
 - Model lifecycle specialist (MLflow, AML Services)
 - Lead architectural designs for analytics based solutions
 - Team lead for Spark and big data focused engagements (Databricks)
 - Microsoft AI Community contributor (blogs, podcasts, hackfests)

APRIL 2016 - PRESENT

Co-Founder & Board Member / Fanalytical Inc., Chapel Hill, NC

- Served as VP of Data and Analytics (2016-18)
- Model Development
 - Customer/fan centric analyses: customer lifetime value, season ticket renewal models, product upsell/cross-sell models, product recommendation modeling, survey design and response models, fan segmentation, custom product and sales targeting analyses
 - Marketing analytics: sponsorship targeting analyses, personalized fan profiling, customer marketing journey, website activity and social media engagement analyses
- Analytics Platform Design
 - Product management and product roadmap maintainer

- End-to-End analytics implementation
 - Reinforcement process to monitor model assessment and retraining
 - Revenue focused dashboard development
- Data warehouse Development
 - Developed ETL scripts for source data
 - Developed and designed data model for the analytics data mart
 - Amazon Web Services cloud compute and infrastructure
- Consulting and Project Management
 - Analytical consultant focused on best practices and initial development of analytics environments.
 - Manage inter-departmental relationships, resources, objectives and business requirements to map to a common analytics strategy
 - Develop analytics project plan proposals based on scope and business case.

JAN 2016 - PRESENT

Big Data Instructor - Adjunct / Matrix Data Science Academy, Remote

- Developed original course content for R, Python and SAS programming course. (16 hours)
- Developed original course material for Big Data technologies (16 hours)

MAY 2013 – JULY 2017

Sr. Analytics Architect / SAS Institute, New York, NY

- SAS for Sports - Lead analytics architect
 - Technical resource for client proof-of-concept work and RFI/RFP proposals
 - MLS SAS Visual Analytics, SAS Predictive Modeling Workbench and BI
 - AEG Sports, Customer Marketing Analytics
 - Sports Properties: Orlando Magic, NY Mets, MLS, NFL, Baltimore Ravens
- Sales support
 - Delivered executive-level presentations to support sales efforts, to diverse audiences
 - Developed and implemented account strategy and account engagement plans with sales team

MAY 2011 – AUG 2011

R&D Intern / SAS Institute, Cary, NC

- Enterprise Miner application development
 - Developed original code to integrate JMP software components with SAS Enterprise Miner
 - Implemented consolidated analytics model assessments across platform: ROC, Lift, Cum Captured Response.
 - Worked with software testing department for quality control and validation approaching production software updates.

JAN 2008 – AUG 2008

Analytics Intern / Talecris Biotherapeutics, Raleigh, NC

Statistical consultant for drug stability department.

- Statistical consultant for drug stability department
 - Developed dozens of statistical drug stability reports, summarizing analytical outputs
 - Projected the drug potency given changes in development process, using regressions and machine learning techniques.

Education

SPRING 2019

Doctorate of Philosophy, Statistics / NCSU, Raleigh, NC

SPRING 2010

MS Financial Mathematics, MS Statistics / NCSU, Raleigh, NC

SPRING 2007

BS Applied Mathematics, Minor Statistics / CCU, Conway, SC
(Summa Cum Laude – Co-Valedictorian)

Certifications

Microsoft Azure Cloud Architect Certified / Microsoft
Microsoft Azure Data Scientist Associate Certified / Microsoft
Microsoft Azure AI Engineer Associate Certified / Microsoft
Microsoft Azure Data Engineer Associate Certified / Microsoft
Matrix Data Science Academy Certified (Python & R) / Matrix DS
SAS Certified Predictive Modeler / SAS Institute
SAS Certified Statistical Business Analyst / SAS Institute

Awards and Recognition

2016

Lead Pre-Sales Support Award / SAS Institute

2010

NCSU Diversity Award / NCSU

2009

Carolina Panthers Graduate Fellow
Ford Foundation Fellowship
NCSU Paige Plagge Dept. Award (Service) / NCSU
Big South Conference Graduate Fellow

2007

McDonalds Black History Makers of Tomorrow Award
Student Involvement and Leadership Award / CCU
CCU Community Service Award / CCU
Faculty's Distinguished Excellence Award / CCU
NAACP Community Service Award

REFERENCES UPON REQUEST