Greyson A. Lampley

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Education
Washington University in St. Louis
Major / Minor: Economics / Cognitive Neuroscience

AI Experience
ChatYourDocs………………………………………………………………………..…May 2023-July 2023
- Developed 2 versions of an LLM Streamlit tool that allows users to upload their textual documents so the model can facilitate detailed responses to user queries based on the docs' content
- Version 1 Features: chunking technique, SQLite relational db for embeddings, cosine similarity search, evaluation for inference accuracy and relevance, traditional unit testing
- Version 2 Features: FAISS vectorstore, Langchain RAG implementation, conversational memory

WhoopGPT………………………………………………………….....…………..….August 2023-October 2023
- Developed an LLM Streamlit tool that provides numerical data to the model instead of textual. Built with Whoop (health & fitness wearable) OAuth2.0 and FastAPI integration
- Implemented Langchain Tools to conduct data querying and analysis with natural language

PortfolioGPT……………………………………………………………….….…November 2023-Present
- Developing an LLM integration on my personal portfolio site with OpenAI's Assistants API, such that a chatbot can answer site visitors' questions on my behalf, regarding my work history, projects and blog content

Certifications………………………………………………………………..…..July 2023-Oct 2023
- *DeepLearning.ai NLP Specialization*: Classification and vectors, probabilistic, sequence and attention models
- *MIT Designing and Building AI Product and Services*: AI product implementation in a business setting

Anheuser-Busch InBev
Media Planning & Strategy…………………………………………………..…..…..…Los Angeles, CA
Sr. Manager………………………………………………………………………December 2022-Present
- Executed Busch Light and Budweiser's 2023 Super Bowl campaigns across linear TV, CTV and Digital. Busch Light was the #3 most mentioned brand in the Super Bowl, boasting the brand's most successful campaign to date
- Pivoted Bud Light's media strategy in response to the April '23 sales crisis, heavying investment in key passion points such as country music and football

Social Listening & Marketing Analytics………………………………………………………Los Angeles, CA
Manager…………………………...………………………...…………………..November 2021-November 2022
- Product lead of Datorama KPI reporting tool, built to automate a 40 hours per week data wrangling procedure
- Data analysis and visualization across owned and paid channels, using Python and SQL

Global Management Trainee Rotational Program…………………………………..Various Domestic Locations
Various Project Manager Roles……………………………………………...……September 2020-November 2021
- Project-based work across sales, tech and brewing functions, meant to fast-track promising university graduates

Other Relevant Experience
Arch App (Reward bar-goers for going out in groups)………………………….…………………....St. Louis, MO
Co-founder...………………………………………………………………June 2018-January 2020
- Managed vendor partner acquisition, customer success and product; ultimately resulting in our team of 5 launching to 300 early adopters across 12 vendor partners

Pyramid Promotions LLC……………………………………………………………………...St. Louis**,** MO
Owner...………....……………………………………………………………......July 2017-December 2020
- Produced and promoted large scale social events at local venues

Skills
Python, SQL, Langchain, OpenAI APIs, LLM Evaluation, LLM Applications, API Management, Marketing, Management