

# GEOFFREY LINK

## FULL STACK DATA SCIENCE & TECHNOLOGY MANAGEMENT

### CONTACT

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[LinkedIn](#)

### EDUCATION



MASTER OF  
INFORMATION AND  
DATA SCIENCE

[Capstone - Computer Vision  
Visualizations - Telematics  
Neural Networks - Language](#)

GPA: 3.9

University of California, Berkeley  
School of Information  
2016 - 2017



MASTER OF BUSINESS  
ADMINISTRATION

Accounting, Finance, Strategy, Ops  
GPA: 3.9  
Northwestern University  
Kellogg School of Management  
2011 - 2014



ECONOMICS  
University of Toronto

### EDUCATION OBJECTIVE



MASTER OF SCIENCE  
IN CYBERSECURITY  
Georgia Tech  
In Application Process

### EXPERTISE

- Guiding senior leaders in technical decision rules
- Communicating with technical and non-technical audiences
- Understanding of various machine learning, deep learning, and statistical techniques
- Data Engineering & Analysis
- Serverless Architecture
- Project Management
- Cloud Technologies

### PROFESSIONAL PROFILE

Dynamic problem solver that has delivered complete solutions with cross-enterprise acceptance for a variety of institutions. 15+ years of experience providing thought leadership and undertaking complex projects to accomplish business segment objectives. Known to think critically and creatively while committed to learning new technologies, domain knowledge, and enterprise processes. An effective communicator and manager with a team mindset and strong interpersonal skills that thrives in a positive, data-driven environment.

### EXPERIENCE

#### GLINK DATA INC.

Independent consultant focused on cost-efficient serverless solutions, high-velocity data analysis, and data science.

- Developed labor, sales forecasting, accounts receivable, and inventory optimization models for a software consulting firm concentrated in Food ERP.
- Associated ingredient mixtures with atmospheric pressure, temperature, humidity, and water composition to improve product consistency.
- Designed experiments to uplift sales and purchase intent via the targeted use of social media nudges combined with product type, weather, sentiment, demography, and retrospective events.
- Researched pre-built data engineering models and data science algorithms utilizing EMR, Sagemaker, and Autopilot.
- Benchmarked Lake Formation (PySpark, EMR, Glue, Athena, Redshift) against SnowflakeDB combined with Batch (python) and Fivetran (ELT) to warehouse streaming events. Applied Pylint to improve code quality.
- Evaluated Xplenty against GCP DataFlow+PubSub/Functions/BigQuery.
- Explored highly-scalable, continuously-deployed application development employing the following tools: REACT.JS -> PWAs -> Github -> Code Pipeline -> S3 Website (CloudFront) -> Lambda Functions (API Gateway and AppSync) -> Datadog -> Aurora MySql -> QuickSight and Grafana

#### DATA ENGINEERING CONSULTANT

Mather Economics, 2018

Key contributor for the creation of reliable, concurrent, GDPR-compliant data pipelines to ingest structured and unstructured event streams from varied sources.

- Reviewed on-premise 23-node, 1 Pb Hadoop cluster with Hortonworks. Replacing json with ORC tables improved performance by 50%.
- Recommended AWS Kinesis in combination with Lambda functions to capture event streams and land events in DynamoDB and/or compressed parquet files in S3 for eventual archiving to Glacier to reduce the cost and complexity of the current pipeline architecture, thus resulting in recurring annual savings.

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### PROJECTS

CONTINUOUS DEPLOYMENT

RECOMMENDER SYSTEMS

LANGUAGE PROCESSING

SELF-HEALING SYSTEMS

PROJECT MANAGEMENT

STATISTICAL METHODS

MACHINE LEARNING

NETWORK ANALYSIS

DATA ENGINEERING

COMPUTER VISION

DEEP LEARNING

VISUALIZATIONS

SERVERLESS

REACT

[GITHUB](#)

### EXPERIENCE *continued*

#### SENIOR DATA CONSULTANT

Landis+Gyr (former subsidiary of Toshiba Corporation), 2008-17

Leveraged deep understanding of Oracle to allocate and maintain databases that recorded IoT sensor data from smart meters. Identified gaps in the manner Oracle was being used, performed due diligence, defined transition and training strategies.

- Worked in concert with product managers and architecture teams to engineer data models that accommodated data of high velocity and volume.
- Created decision trees, dataflow mappings, and reverse-engineered data models to visually communicate complex concepts to global teams.
- Promoted continuous deployment to boost feature velocity, scope flexibility.

#### PROJECT MANAGER

Paramount Pictures Corporation, 2008

Responsible for the alignment of tasks to optimize resource usage, empower teams, and standardize cross-functional tracking and reporting.

- Initiated planning sessions to define specifications and data lineage.
- Supervised Informatica architects constructing data ingestion pipelines.
- Employed Jira, Confluence, Kanban Boards, Scrum, and OKRs.

#### MANAGER OF TECHNOLOGY

Shopzilla.com, 2007-2008

Led the database team and presented project updates and decision options to the Vice President for action.

- Constructed an analytics engine to recognize patterns and investigate trends to find profitable search keywords and n-grams based upon the Long Tail.
- Cultivated collaborative relationships by promoting shared success.

#### DATABASE ADMINISTRATOR

Edmunds.com, 2005-2007

Championed process automation to reduce maintenance and QA expenditures.

#### DATA ARCHITECT

Internet Brands, 2002-2005

Developed a framework for the marketing group to drive the ROI of SEO, closed-loop email campaigns, A/B testing, and advertising purchases. \$2 million budget.

#### BUSINESS INTELLIGENCE CONSULTANT

AXIS Consulting Group, 2000-2002

Informatica, MicroStrategy, Cognos, and Business Objects.