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Date of Birth: June 10 1989
in Durmersheim

M.A. Political Science

Curriculum Vitae

Professional Experience

12/2017 – today	**Integration Planner (Data Analyst)**, Landratsamt Karlsruhe, Karlsruhe

- Conducting surveys to assess the situation of refugees and migrants in education institutions throughout the district and on the administrative level
- Development of an automated monitoring for the weekly representation of the number of refugees in the district of Karlsruhe and the calculation of personnel requirements with R
- Data collection and analysis for integration and migration in the district of Karlsruhe
- Evaluation of integration measures
- Impact assessment and implementation of measures in refugee management in accordance to the EU GDPR
- Statistical analysis (regression models, classification models and simulations) for the forecast of refugees into the responsibility of the district and their spatial distribution in the district
- Presentation of results in presentations
- Development of a SQL-based database for social work with refugees

02/2017 – 10/2017   **Data Scientist**, Universal McCann, Frankfurt am Main

- Statistical analyses (regression models, classification models and simulations) using a variety of data sources (Google Trends, Google Analytics / Adobe Analytics, GfK TV panel, facebook, twitter, sales figures) with R
- Development of marketing strategies and recommendations based on (own) research results
- Data preparation, data analysis and presentation of results for various clients (Johnson and Johnson, Coca Cola, Media Markt, Deka Bank, Zurich, BASF)
- Web scraping and text mining with R and Python

02/2016 – 01/2017   **Data Scientist (Trainee)**, Universal McCann, Frankfurt am Main

- Development of marketing strategies and recommendations for action based on own statistical analysis
- Creation, maintenance and updating a standardized automated reporting for Johnson and Johnson for all digital media channels (display / video ads, social media and search ads), implementation and oversight for all central European markets

07/2015 – 02/2016   **Research Analyst**, management consult Dr. Eisele & Dr. Noll, Mannheim

- Market research for national and international customers (FMCG, energy, automotive industry)
- Running market research projects: field control, field communication, data cleaning, data processing , data analysis and presentation of results

01/2015 – 02/2015	**Internship: GIM - Gesellschaft für innovative Marktforschung, Heidelberg**
	• Preparation and analysis of qualitative data

03/2013 - 07/2014	**Student Assistant at the Dean's Office of Social Sciences of the University of Mannheim**
	• Representing the Dean's office in university committees
	• Counselling and supervision of Students

07/2012 - 08/2012	**Internship: Séissmo, Mannheim (Market Research)**
	• Preparation and analysis of ethnographic interviews
	• Research and support in creation of presentations

11/2011 - 02/2013	**Research Assistant at the Chair of Comparative Political Behavior Research (Prof. Hans Rattinger)**
	• Analysis and graphical representation of survey data
	• Support in the creation of the GLES 2013 questionaire

EDUCATION

2013 - 2015	University of Mannheim
	Master of Arts Political Science
	2014 - 2015 Erasmus on Aarhus University, Denmark
	Focus: Survey Design & Methodology

2010 - 2013	University of Mannheim
	Bachelor of Arts Political Science
	Minor: Media and Communication Studies

SCHOOL EDUCATION

2000 - 2009	Willhelm-Hausenstein Gymnasium Durmersheim
	Abitur

ENGAGEMENT

2018 - today	**correlaid eV - Data Science for Good**

- Participating in the creation of the R Package *newsanchor*: http://github.com/CorrelAid/newsanchor
- Collaboration on data analysis projects and selection committees

05/2014	**Election Management of University Elections**

Organization and Execution of the University Elections

09/2010 - 2015	**Faculty of Political Science and Sociology of the Faculty of Social Sciences of the University of Mannheim**

- Elected Student Representative
- Elected member of the Student Council

SKILLS

Programming

R – 5 years of professional experience
Python - 2 years of applied experience
Javascript - 1 year of applied experience
SQL - 1 year of professional experience

Statistical Software

STATA - 3 years of applied experience
SPSS - 2 years of applied experience
Python - 1 year of applied experience

Others

Web Analytics Tools (Google Analytics, Adobe Omniture) - 2 years of professional experience
MS Office / iWork - very good knowledge

Languages

German - mother tongue
English - fluent
Spanish – working knowledge
Latin - educ. qualification in Latin

HOBBIES

Weight Lifting
Collecting Classical & Modern video games

Lukas Heck
Mannheim, September 7, 2019