

HALEY FARBER

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WORK EXPERIENCE

Data Scientist

March 2025 - August 2025

Albertsons | Retail Media Team

- Increased advertiser return on ad spend by 7.5% by lowering bid floors in underperforming product categories representing 25% of sponsored-product ad revenue.
- Developed BigQuery SQL queries to reconcile hundreds of millions of inconsistent sponsored-product ad records into category and keyword-level aggregates that enabled performance analysis and bid-floor evaluation.
- Spearheaded a generative AI proof of concept in Databricks to automate campaign insights and recommendations, projected to save 3–4 hours of manual analysis per campaign.
- Evaluated sponsored-product ad eligibility and placement performance using click-through and sell-through rates to surface underperforming carousels and improve placement position and product relevance.

Senior Data Scientist

May 2024 - March 2025

Data Scientist

June 2022 - May 2024

Associate Data Scientist

July 2021 - June 2022

Urgently | Roadside Assistance

- Designed and evaluated A/B tests for pricing and provider-ranking updates, validating \$1M+ in annual service cost savings and a 15% increase in provider acceptance rates.
- Launched the platform's core geospatial pricing algorithm, increasing provider acceptance by 8% and reducing monthly service costs by \$20K/month through feature refinement and backtesting.
- Defined the pricing strategy roadmap by analyzing millions of roadside assistance jobs to identify cost drivers and geographic patterns informing pricing and quoting decisions.
- Led a cross-functional cost-reduction initiative with network operations by identifying high-cost markets and outlier providers, reducing cost variability across regions.
- Built real-time product observability dashboards in Sigma to monitor pricing changes, acceptance trends, and model performance, enabling faster issue detection.
- Automated provider-ranking model retraining with a Python Airflow DAG, eliminating 8+ hours of manual work per month and ensuring reproducible updates.

Financial Analyst Intern

Summer 2019

ARUP

- Built a financial health dashboard using Power BI and SQL with 12 KPIs, enabling early detection of over-budget engineering projects and overdue invoices, saving the company millions in cash flow.
- Presented dashboard insights to project managers, identifying underperforming KPIs and developing action plans to improve financial performance.

TECHNICAL SKILLS

- Languages: Python (Numpy, Pandas, Scikit-learn, Matplotlib, Seaborn), SQL
- Machine Learning: Regression, Classification, Clustering, Neural Networks
- Visualization: Tableau, Sigma Computing, Kibana
- Data Engineering & DevOps: Airflow, Docker, Git, Databricks
- Cloud Computing: AWS (Redshift, S3, SageMaker, Feature Store), GCP (BigQuery)

EDUCATION

University of California, Berkeley - Master of Information and Data Science (GPA 3.96/4.00)

2021

Courses: Python Programming, Data Engineering, Machine Learning, Data Visualization, Experiments and Causal Inference, Statistics

University of California, Berkeley - Bachelor of Arts in Economics *High Distinction*

2020