

BEAU WALKER

Data Scientist // Juris Doctor



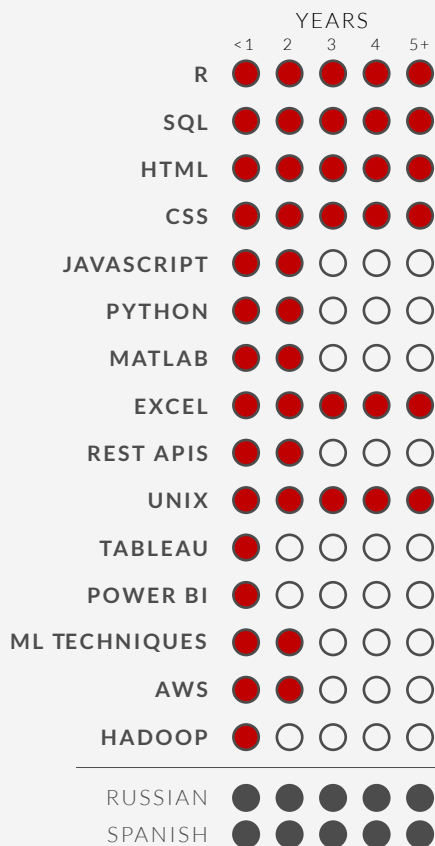
QUANTITATIVE
PORTFOLIO

OVERVIEW

CONTACT

✉ beau@beauwalker.com
☎ 801.319.4100
💻 www.beauwalker.com
📧 in/beauwalkermarketing
🐦 @beaujwalker
📧 @beauthescientist
📧 @beauthescientist

SKILLS



CURRENTLY LEARNING

- Hadoop
- Google BigQuery
- Teradata
- Python (numpy, sci-kit, pandas)
- D3.js

MY STORY

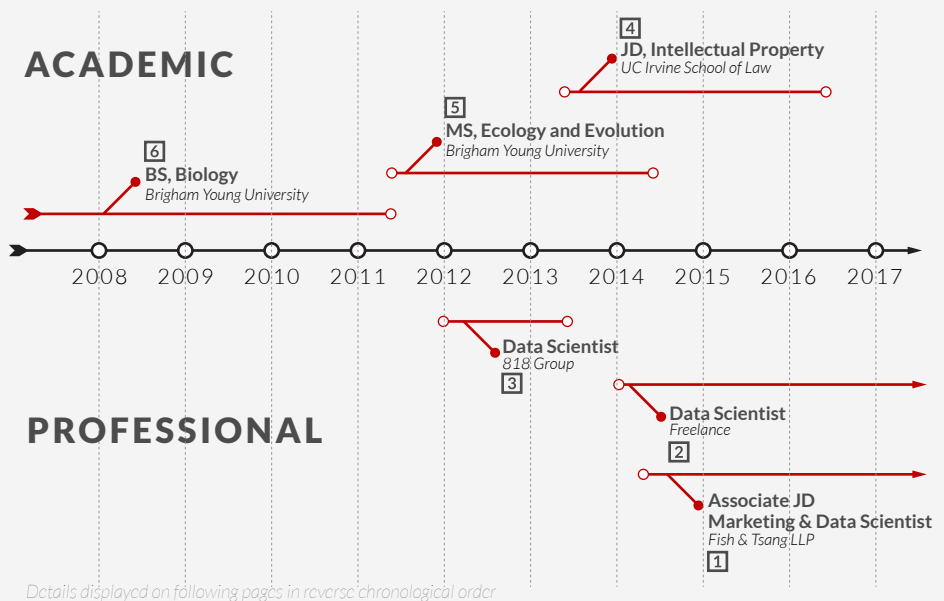
There are two equally strong parts of who I am.

I've had a passion for science for as long as I can remember. As a child, I spent my free time reading encyclopedias, taking apart computers, or designing new inventions. My desire to learn about how the world worked was insatiable.

I also grew up in the home of entrepreneurs. My dad is a marketing guy and an inventor with a few patents to his name. Our dinner conversations centered on solving real-world problems with a new invention or an innovative business model. I learned to see the world from a business perspective from an early age.

Science and business are both ingrained deep within me. I love data science precisely because it combines both of these parts of who I am.

TIMELINE



I have years of experience **analyzing, interpreting, and presenting results** from complex datasets.

With the quantitative skills of a scientist, the experience of an entrepreneur, and the legal training of an attorney, **I'm a triple threat.**





Over the past 5 years I've curated multiple Flipboard magazines related to data science. My magazines have had tens of thousands of viewers, and I have over 1,700 followers on Flipboard.

ASSOCIATE JD, FISH & TSANG LLP



POSITIONS	Associate JD Marketing and Data Scientist IP Clerk
TIMEFRAME	May 2014-Present
FOCUS	Intellectual property law
LEGAL WORK	Patent and Trademark Prosecution IP Litigation (patent, trademark, copyright) & Commercial Litigation IP Licensing
CLIENT INDUSTRIES	<i>Biotech, Medical Device, Software, Finance, Consumer Products, Pharmaceuticals</i>
MARKETING WORK	Spearheaded data-driven approach to marketing. <ul style="list-style-type: none">• Instituted comprehensive lead tracking and marketing reporting.• Increased new clients from online sources by 50% (30% increase in new clients overall).• Developed of new firm website and three sub-brand sites.• Reduced marketing budget by two-thirds (by eliminating expenses with no ROI).• Grew social media presence by 2000x.• Coordinated development and launch of a legal reference app for iOS and Android.• Coordinated successful campaign for partner's election to the county bar Board of Directors.
ANALYTICAL TOOLS	R (<i>rvest, RandomForest, party, rpart, ggplot2, RCurl, jsonlite, httptr, httpuv, stringr, RWordPress, knitr, rmarkdown, RSelenium, Rfacebook, twitterR, XML, RTextTools</i>) MS Excel MS Access Microsoft Power BI Google Analytics WordPress (HTML, CSS, JavaScript, PHP) Adobe CC MS PowerPoint

LINKS

-  Fish & Tsang LLP Website
-  Startup-in-a-Box Website
-  Rainbow Book Website
-  News Article

FREELANCE DATA SCIENTIST



LINKS

-  [beauwalker.com Website](#)
-  [HagggleStats Website](#)
-  [Dress Me Blonde Website](#)
-  [News Article](#)

TIMEFRAME

January 2014-Present

CLIENTS & PROJECTS

(1) Leadership Training Companies

- Performed and presented analysis of survey datasets in R. Data were stored in MySQL database and in large .CSV files.

(2) Social Media Influencers

- Analyzed web traffic data and social media data in R from Instagram, Facebook, and Twitter REST APIs for multiple social media influencers. Also designed data-based media kits for multiple influencers. See [haggglestats.com](#).
- Coded a bot (using R, Knitr, Markdown, & Wordpress) to crawl my wife's favorite fashion sites and choose the best sale items (with a Random Forest ML backend), then post those items to a blog ([haggglekat.com](#)). The bot was active from 2015-2016 and generated income from affiliate links. HagggleKat has re-branded as [dressmeblonde.com](#).

(3) Law Firms

- Provided data-based marketing consulting services for various law firms and solo practitioners. Mined data, developed websites, and crafted and implemented marketing strategy.

ANALYTICAL TOOLS

R (*RandomForest, party, rpart, lars, ggplot2, etc.*)
JSON, XML
MySQL
Wordpress (HTML, CSS, PHP)
Markdown
REST APIs
Selenium
Tableau
MS Excel
MS PowerPoint
Adobe CC
Amazon Web Services

DATA SCIENTIST, 818 GROUP LLC



POSITION	Data Scientist
TIMEFRAME	May 2012-August 2013
FOCUS	Sales and Marketing Analytics Web and Social Media Analytics Software Development Support
SUCCESSES	(1) Mined 100k+ row SQL database containing web traffic and marketing automation data and developed regular reports. (2) Coordinated with software developers on data science requirements for our proprietary marketing automation software. (3) Compiled weekly sales and marketing reports in R + Excel for marketing team with data from web analytics, eCommerce, social media, email campaign data, and other sources. (4) Automated weekly reports first in R and Knitr, then in R + Shiny. (5) Performed NLP analysis of client email campaigns and identified newsletter topics most likely to perform well.
ANALYTICAL TOOLS	R (zoo, caret, RODBC, xts, XML, xlsx, R2HTML, RandomForest, party, rpart, lars, ggplot2, reshape, MASS, vegan, cluster, shiny, RTextTools) MS SQL Server HTML CSS JavaScript XML JSON

LINKS

➔ [818 Group Website](#)

JD, UNIVERSITY OF CALIFORNIA, IRVINE SCHOOL OF LAW



I was in the 5th graduating class ('16) of UC Irvine School of Law. The school is currently ranked 28th in the nation by US News & World Report.

EMPHASIS

Intellectual Property Law

Patent, Trademark, Copyright, Corporate and Contract Law

TIMEFRAME

August 2013-May 2016

PRO-BONO CLINIC

UC Irvine Community and Economic Development Clinic, Certified Law Student

Assisted with issues impacting low- and moderate-income populations. Client work focused on community, small business and non-profit development, and policy initiatives designed to improve client communities.

RESEARCH

Conducted comprehensive study of law firms and a lawyers in Orange County, CA. Scraped, categorized, and analyzed the websites of 1,200+ firms in Orange County by practice areas, firm size, and social media usage in R. Also surveyed 400+ attorneys about their attitudes towards marketing and adoption of social media.

LINKS

- 🔗 [UCI Clinic Site](#)
- 📌 [Lawyer Social Media Study](#)

ANALYTICAL TOOLS

R (*rvest, tm, RandomForest, party, rpart ggplot2*)
MS Excel
Lexis Nexis, Westlaw, Bloomberg
MS PowerPoint

PUBLICATIONS

“Quantitative analysis of law firm social media use in Orange County, CA.” B Walker. (In press 2017).

MS, ECOLOGY AND EVOLUTION, BRIGHAM YOUNG UNIVERSITY



For the research portion of my thesis, I had multiple research sites across the Colorado Plateau in the area surrounding Moab, UT. I developed methods using paired game cameras to create a 3D model of a microlandscape and then perform change detection between time periods to calculate erosion of the area.



I paired the photogrammetry data with site and weather measurements.

LINKS

 Google Scholar Profile

 ResearchGate Profile

 Lab Website

PUBLICATIONS

POSITIONS

Graduate Research Assistant, Gill Lab
Biology Field Technician, USGS
Graduate Teaching Assistant, Biology 100

TIMEFRAME

May 2011-December 2014

FOCUS

Climate-change ecology

RESEARCH PROBLEM

Dust from desert soils poses a major health and ecological threat in the desert southwest. Dust emissions have been steadily increasing, but the factors controlling this increase are poorly understood. State and Federal and managers (e.g., BLM, NPS) needed better research to make management decisions to minimize erosion.

THESIS COMPONENTS

(1) Analysis Component. Performed quantitative analysis of USGS soil erosion field dataset in R. The data included multiple site, soil, and wind tunnel erosion measurements taken over seven years from 120+ research sites across the Colorado Plateau.

(2) Research Component. Designed and implemented a two-year study on the factors causing erosion of soils on the Colorado Plateau, with the goal of developing new computer vision and short-range photogrammetry methods for ecology.

ANALYTICAL TOOLS

R (*RandomForest, party, rpart, lars, ggplot2, multcomp, car, xtable*)
Matlab
Python
ARC GIS; ENVI
UNIX
MS PowerPoint

"Field and lab soil measurements for determining threshold friction velocity across deserts in the southwestern US." BJ Walker, J Belnap, S Munson, RA Gill. AGU Fall Meeting Abstracts. (2011).

"Controls on sediment production in two US deserts." J Belnap, BJ Walker, SM Munson, RA Gill. Aeolian Research. (2014).

"The Interaction of Aeolian and Fluvial Processes in Dry Washes on the Colorado Plateau, USA." BJ Walker. Brigham Young University-Provo. (2014).

BS, BIOLOGY, BRIGHAM YOUNG UNIVERSITY



One of our research sites located above Ephraim, UT at 10,000 ft. above sea level. I spent the summers collecting data at our research sites and the fall and winter performing lab and quantitative analyses.

POSITION **Research Assistant, Gill Lab**
Teaching Assistant, Biology 100

TIME FRAME **August 2009-April 2011**

FOCUS **Climate-change ecology**

PROJECTS Performed field and lab work for multi-year study on the influence of precipitation amount and timing on ecosystem processes in sub-alpine plant communities.

Performed lab analyses for *Nature* soil CO₂ study.

Performed analyses for growth chamber study on the impacts of elevated CO₂ and temperatures on sub-alpine tree species.

RESPONSIBILITIES Designed and implemented field and lab experiments and observational studies.


Performed data collection and analysis.


Managed 2-5 person field and lab crews and trained undergrads on field and lab techniques.

Analyzed and reported results for lab meetings and national research conferences.

LINKS

 [Google Scholar Profile](#)

 [ResearchGate Profile](#)

 [Lab Website](#)

 [News Article](#)

ANALYTICAL
TOOLS

MS Excel

JMP

MS PowerPoint

Adobe Creative Suite

PUBLICATIONS

"The Impacts of Altered Precipitation Frequency and Amount on Carbon, Nitrogen, and Hydrological Processes in Subalpine Ecosystems." RA Gill, CS Campbell, S McQueen, T Isupov, BJ Walker. AGU Fall Meeting Abstracts. (2011).

"Warming Nights and Increased Precipitation Event Size Decrease *Picea engelmannii* Productivity." AN Orgill, M Laflin, BJ Walker, RA Gill. AGU Fall Meeting Abstracts. (2010).

"Influence of warmer nights and changes in precipitation frequency on Engelmann Spruce (*Picea engelmannii*) seedling physiology." RJ Hill, A Orgill, BJ Walker, MD Laflin, RA Gill. The 95th ESA Annual Meeting. (2010).