John Baker

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https://meetup.com/The-Data-Scientist

SKILLS

MACHINE LEARNING

Regression
Decision Trees
Classification Models
Clustering
Reinforcement Learning Models
Natural Language Processing

TECHNOLOGIES

AI Bots
Amazon Web Services
Git & Github
Scikit-learn, Sklearn, numpy
Spark & Hadoop
Pandas
Clustering
Reinforcement Learning Models
Snowflake, Vertica, Redshift

PATENTS

Awarded three science patents:
- US62403367 (Filed 2018)
- US8291016B1 (Filed 2012)
- US61506142 (Filed 2011)

EDUCATION

MS, ENGINEERING MGMT.

MIT SLOAN SCHOOL OF MGMT.
2009 | Cambridge, MA

BS, MATHEMATICS

HAWAII PACIFIC UNIVERSITY
1996 | Honolulu, HI

BA, COMPUTER SCIENCE

HAWAII PACIFIC UNIVERSITY
1996 | Honolulu, HI

AS, DATA PROCESSING

HAWAII PACIFIC UNIVERSITY
1996 | Honolulu, HI

EXPERIENCE

CHIEF DATA SCIENTIST | PIXABILITY, INC. | 2015 – 2018, Boston, MA

Player-coach who built the data science team, platform and models:

- Visioned and built the data science platform using Snowflake, Kafka, Jenkins and Tableau to support BI and Data Science needs
- Visioned and led the Data Science and Data Engineering to develop the Campaign Optimization Suite with **reduced media costs by 20%**
- **Increased accuracy by 10%** by evolving the AdRecommendation model to use a Probit Link Function to sort rank the most influential videos within a given industry on YouTube
- Built AI Slack Bot in Python to integrate into the COS with connections to API.ai and Snowflake which **increased adoption of the COS by 50%**
- Led quantitative analysis which puts the right video ad in front of the right person at the right time across major social platforms (YouTube, Instagram, Facebook and Twitter) which **increased revenue by 5%**
- Built an application that mines and visualizes data from the Instagram API that Sales/Professional Services use to upsell customers.

DATA ARCHITECT | EDX | 2014 – 2015, Boston, MA

Hands-on architect who contributed to building EdX's Analytics Pipeline:

- Visioned the introduction of Vertica into the edX analytics data pipeline
- Worked with Product Management to refine further features in the pipeline based on the available data
- Built Map Reduce pipeline in Python to integrate with Vertica

DIRECTOR OF DATA SCIENCE | AFFECTIVA | 2012 – 2013, Boston, MA

Player-coach who visioned and helped build the DS Platform, pipelines and team.

- Built the data science roadmap which enabled faster research and experimentation and ultimately contributed to increasing revenue from our data and insight
- Visioned and executed a bootstrap model which **increased by 4%** the accuracy of predicting a successful a commercial based on facial emotion

DIRECTOR OF DATA SCIENCE | MOONTOAST | 2012 – 2013, Boston, MA

SR. ANALYTICS ARCHITECT | LEXTRANET | 2010 – 2012, Boston, MA

MGR. NETWORK ANALYTICS | LEVEL3 | 2009 – 2010, Phoenix, AZ

PRINCIPAL DEVELOPER | LEVEL3 | 2000 – 2009, Phoenix, AZ