Web scraping
Data Scientist - Clarabridge

Aurora, CO - Email me on Indeed: indeed.com/r/Web-scraping/225cb97c8e02f3bb

Data Science expert with extensive experience implementing machine learning algorithms for research and development. 3+ Years conducting NLP based analysis for Fortune 500 companies. Interdisciplinary skillset with consulting, project management, and marketing roles.
Willing to relocate: Anywhere

WORK EXPERIENCE

Data Scientist

Clarabridge - Washington, DC - September 2014 to Present

Strategic data scientist and project manager for Sales Operations & Marketing. Develop original predictive models using machine learning and data-analysis to help secure high-value PR placements, analyze web traffic, optimize marketing campaigns, and produce data-driven content.
● 400% more public relations placements- Research featured in the BBC, The Independent, Quartz, Business Insider, Entrepreneur
● 100% gain in website traffic- projects to optimize SEO, social media strategy, google ads
● 50 sales opportunities with 250k ASP created from data science led account based marketing projects
● 25 million documents analyzed using Clarabridge Sentiment & Text Analytics (social web scraping, tweets, facebook posts)
● Generated 35% of total corporate blog traffic with data driven content and visualization

Consultant

Walmart, Verizon, and Charles Schwab - Washington, DC - October 2012 to August 2014

Lead implementation consultant responsible for delivery of services and strategic oversight to SaaS Enterprise level customers. Insights development & program management for several clients including Scottrade, Walmart, Verizon, and Charles Schwab.
● Expanded account at Scottrade from 150k ARR to 500k ARR
● Implemented social media insights using text-analytics at Walmart (1+ million ARR)
● Utilized excel, SQL, and Clarabridge analytics platform to conduct sentiment analysis

Founder /Principal Consultant

MBR Research - Washington, DC - May 2011 to October 2012

Self-started consulting firm focused on building IT solutions for local small business. Engaged in direct sales and design/development, offering customers a variety of services, including web development, marketing, and social media consultancy. Formulated new business strategies utilizing market research to grow revenue.
● Lead web developer and designer
● Utilized CSS, HTML, and PHP for web development
● CMS with Wordpress and Drupal
● Developed and negotiated business contracts
● Engaged in sales pitches and customer relations

EDUCATION

B.A. in Political Science

James Madison University

SKILLS

MACHINE LEARNING (2 years), SCRAPING (2 years), VISUALIZATION (2 years), SENTIMENT ANALYSIS (1 year), SQL (1 year)

ADDITIONAL INFORMATION

EXPERTISE:
Python Copy Writing Sentiment Analysis
Javascript NLP Data Visualization
Regression Analysis Web Scraping Pandas
Time Series Analysis Information Retrieval D3
Machine Learning Google Analytics Numpy
Copy Writing Scikit-learn R

RELATED SKILLS & TOOLS
● Modeling experience with Naïve Bayes, Random Forests, Linear Regression, SVM, Logistic Regression, K-means & K-Neighbors
● Data visualization in D3
● Python Data Stack- Scikit-learn, Pandas, Numpy, psycogpg2, statsmodel, numpy, scipy
● Web scraping- Requests, Scrapy, BeautifulSoup
● Ipython Notebook-data
● Advanced Excel
● Git & Github
● SQL
● Basic R & R Studio
● Linux, OSX