

JONAS EMMANUEL BACAREZA

DATA SCIENTIST

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SUMMARY

A results-oriented data scientist with a passion for crafting meaningful stories and insights. Extensive experience in data wrangling, visualization, building machine learning pipelines for classification & regression problems. Process-driven, detail-oriented, meticulous, and always hungry to learn new tools and algorithms. Recently earned a diploma in Data Science with hands-on experience in Scikit-learn, Keras, TensorFlow, & PyTorch.

SKILLS

DATA VISUALIZATION: Matplotlib, Seaborn, Plotly, Tableau

WEB SCRAPING: JSON, XML, HTML, BeautifulSoup

MACHINE LEARNING: Data Preprocessing, Feature Engineering, Classification and Regression Models, Pandas, NumPy, Scikit-Learn, Keras, TensorFlow, PyTorch, Ensembling Techniques

NLP: Sentiment Analysis, Topic Modeling, NLTK, SpaCy, Gensim

BIG DATA & CLOUD COMPUTING: Apache Spark, PySpark, Docker, AWS, NoSQL, RESTful API

PROGRAMMING: Python, SQL, R, Jupyter Notebooks, VSCode, Anaconda, RStudio

PROJECTS

Sentiment Classifier for Movie Reviews

Feb. 2022 - Feb. 2022

A binary classification model for movie review sentiment with a LSTM architecture.

Tools: Pandas, NumPy, Scikit-Learn, Matplotlib, Seaborn, Keras

Algorithm: GloVe Vectorization, Deep Learning (Long Short-Term Memory Architecture)

Dataset: Obtained from Kaggle, which contains more than 1M movie reviews for over 17,000 movies.

Flight Delay Prediction

Jan. 2022 - Jan. 2022

A group project involving a regression problem on predicting the arrival delays of commercial flights.

Tools: Pandas, NumPy, Scikit-Learn, Matplotlib, Seaborn

Algorithm: Gradient Boosting, XGBoost

Dataset: The Postgres database involved 4 tables with the main flights table composing almost 16M observations.

EDUCATION

Lighthouse Labs

2022

Diploma in Data Science

University of San Carlos

2010

BS Applied Physics

EXPERIENCE

Gym Lead Machine, Marketing Automation Support

Apr. 2020 - Nov. 2021

- Set up over 275 HighLevel marketing automation campaigns for the company's clients
- Built new client accounts in the Gym Lead Machine Go High Level Agency account
- Managed mass updates and fixes on campaigns for all 400+ clients within the HighLevel platform
- Assisted the Gym Lead Machine customer support team with Go High Level client account support issues and client edit requests

Freelance Work with Various Clients, Virtual / Admin / Executive Assistant, (worked remotely from the Philippines)

July 2014 - Aug.
2021

- Boosted incoming web traffic through on-page SEO, market & keyword research, Google Analytics
- Administered websites and social media pages for small business owners
- Managed email marketing, sales funnels and marketing automation campaigns
- Converted leads to sales through writing copies that sell

Accenture, Business Analyst / Content Web Developer / Site Manager, Cebu City, Philippines

July 2010 - July 2014

- Liaised with content owners (internal clients) for specifications on web page creation/edits then translated them to functional and business requirements
- Handled and managed a team of 3 to 5 content developers to apply/execute edits into the website and ensured deadlines were being met by tracking the schedules and statuses of the work effort
- Led and facilitated weekly status calls with the team and provided metrics such as website page production numbers, and email performance