Jesse Moore

Data Scientist, Data Analyst and Business Leader

A self-taught data scientist with a proven ability to deliver results.

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SKILLS

Programming	Python, R, SQL, Spark, Bash, HTML, CSS, JavaScript	**Machine Learning**	SciKit Learn, Keras, Neural Networks, Deep Learning, Natural Language Processing, Attribution Modelling, Time Series Modelling, End-to-End ML
Data Analysis	Pandas, Cython, Numba, Numpy, Jupyter, Geospatial Analysis, Interactive Data Visualisation, Full Stack Data Applications	**Leadership**	Stakeholder Management, Project Management, Data Strategy, Operations Strategy, Interdisciplinary Teams

WORK EXPERIENCE

Contract - Lead Data Scientist
Mobilads

12/2018 – Present   *New York, USA*
Mobilads provides a scalable ad-model by connecting advertisers with Uber/Lyft drivers for on-vehicle ads.
Achievements/Tasks

- Responsible for the construction and optimization of a geospatial system that maps physical ad impressions based on vehicle GPS data and mobile GPS data. This system was successfully built to operate worldwide and built to scale to thousands of vehicles and billions of GPS points.
- I continue to buildup the company's IP portfolio through the integration of census, geotracking, and social data to enrich what Mobilad's knows about the people that see they're vehicles.

CEO and Chief Data Scientist
Sigmai Limited

12/2017 – 02/2019   *London, United Kingdom*
Sigmai's NLP algorithms identify events in the media that will have a substantial impact on publicly traded companies.
Achievements/Tasks

- Led a team of 15 data scientists, linguists, software engineers, product managers, and sales professionals.
- Primary company focus on deep learning for text classification with Keras and Tensorflow and its integration within a rule-based NLP system.
- Developed an out of memory document clustering system to allow the clustering of billions of news articles.
- Built a Natural Language Processing (NLP) system that rivaled the best NLP companies in finance and led to data trials with some of the largest fund managers.
- Leadership of the Newsful application (app.Newsful.io) that was finalisted for 2018 SIIA CODiE Award.
- The business operations were acquired by Commetric (https://commetric.com)

Data Scientist
Zalando

11/2016 – 02/2018   *Hamburg, Germany*
Zalando is one of Europe's largest online fashion retailers with FY 2017 revenue over $US 5 billion.
Achievements/Tasks

- Built analytical tools and ETL pipelines in Spark on AWS.
- Built predictive tools for targeting audiences for specific ad campaigns.
- Developed interactive data applications for product owners using Python and R (Shiny) to automate time-consuming analysis tasks (Customer Journeys, Return on Ad Spend).
- Developed a system to optimize how ads are placed within the search and recommendation engine to reduce lost revenue due to poor ad placement by up to $US 0.5 million per month.
- Designed a system for determining the causal impact of multiple concurrent ad campaigns (Offsite, Onsite, Banner Ads, Full-Page Ads, etc) using regression and Bayesian time-series models.

WORK EXPERIENCE

Contract - Data Scientist
Dreamtalents

09/2017 – 02/2018   *Hamburg, Germany*

Dreamtalents was a hiring marketplace between staff and medical institutions.

Achievements/Tasks

- Designed an end-to-end Machine Learning application using Google Cloud to serve as an API for the front-end team.
- Utilized staff demographic data, historical job data, and interview transcripts to match candidates with businesses.

Expert Contributor - Commodities
Seeking Alpha

11/2015 – 01/2018   *Remote*

Achievements/Tasks

- Analyzed and authored articles on macro-economic events and publicly traded companies.
- Achieved over 2000 followers and 250,000 page views and ranked as one of the top contributors in 2016.

Project Engineer / Manager
Senex Energy

08/2012 – 11/2015   *Brisbane, Australia*

Achievements/Tasks

- Lead end-to-end engineering, procurement, construction management, and government approval processes to completion. Responsible for projects that brought online 40% of year-end production through 2014.
- Reduced completion times by 40% on repeatable projects by utilizing modularisation and streamlining procurement practices for remote work in central Australia.

Project Engineer
ExxonMobil Canada

05/2010 – 09/2011   *Edmonton, Canada*

Achievements/Tasks

- Designed, managed and executed capital projects ranging between $1M and $10M.
- Primary focus on refinery shutdown projects with a short lead time. Assisted engineering design teams with materials engineering, failure analysis, and reliability engineering.

PROJECTS

NHL Analytics (08/2018 – Present)
- The goal for this project from the outset was to predict the outcome of hockey games and attempt to find systematic errors in betting odds by traditional providers such as Bet365 and Pinnacle.
- The system began to approach parity in capability with the best provider in January 2019 and surpass it in February.
- Put into production in March 2019 and successfully traded throughout March for a 200% profit. The system is currently being prepared for commercialization for the 2020 season.

Sigmai - Skynet Natural Language Processing System (01/2018 – 01/2019)
- Lead author of a proprietary end-to-end Deep-Learning based NLP system for classifying text.
- State-of-the-art results for entity based classification (classifying text as it relates to a specific entity in the text).

Personal - Option Mispricing Model (01/2015 – 01/2016)
- Application for scraping and analyzing Australian options that looked for mispricing between implied volatility and predicted volatility for primarily oil and gas companies.
- Predicted volatility was found using a combination of market data, oil stock and futures, news and discussion forums.

Writer at Towards Data Science (11/2017 – Present)
- Articles covering analytics, machine learning, deep learning, team building, and personal development.

EDUCATION

Bachelor Of Science In Mechanical Engineering
University Of Alberta

08/2007 – 04/2012   *Edmonton, Alberta, Canada*