

# Jesse Moore

## Data Scientist, Data Analyst and Business Leader

A self-taught data scientist with a passion for solving hard problems and a proven ability to deliver under pressure.

jesse@jessemoore.ca ✉

+359.896168822 📞

Bulgaria (Willing to Relocate) 📍

www.jessemoore.ca 🌐

Jmoore248907 📄

## 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

### 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.
- Partial acquisition of the companies technology and people occurred in October 2018 by Commetric (<https://commetric.com>)

### Contract - Data Scientist

#### Mobilads

12/2018 – 02/2019

New York, USA

Mobilads provides a scalable ad-model by connecting advertisers with Uber/Lyft drivers for on-vehicle ads.

##### Achievements/Tasks

- Responsible for setting the data strategy and designed models to estimate the number of ad impressions for each ad campaign by integrating vehicle GPS data, mobile GPS data covering 10% of the U.S. population and U.S. census data.

### Consulting Data Scientist (Full Time)

#### 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.
- Recognized as a high-performer in every performance review.
- Reduced completion times by 40% on repeatable projects by utilizing modularisation and streamlining procurement practices for remote work in central Australia.

### Project Engineer (Contract)

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

Personal - NHL Analytics (10/2018 – 02/2019)

- A purpose built analysis tool to extract informative features on what wins hockey games to better inform post-game analysis.
- Secondary goal to use new predictive features to build an accurate prediction system for the outcome of future games with a goal to find and monetize errors in betting odds.

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.
- Web scraping, databases, shiny, data visualization, trend analysis

Writer at Towards Data Science (11/2017 – 02/2019)

- 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