

# ALEX BASS

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**Summary:** Data Scientist with graduate degree + 5 years of experience focusing on **surveys, A/B tests, and causal inference**

**Languages:** Python, R, SQL, Spark, Javascript (in this order)

## EXPERIENCE



**Meta**

*Data Scientist, IG Creator Marketing Team*

(1yr) April 2025-April 2026

Remote

- constructed and reported on **Long Term Holdout** with **power analysis, balance testing, and regular stats readouts**.
- Analyzed on ad incrementality via AB testing on On-Platform ads. Mainly Instagram.

*This contract for Meta was through [Tundra Technical Solutions](#)*

*Data Scientist, Public Affairs Team*

(10mth) April 2024-Jan 2025

- **Implemented “Connection Scores” in a marketing funnel showing which factors influence use of Meta AI.**
- Used on-platform A/B experiment data and marketing campaign survey data to measure and track user public affairs sentiment on a dashboard I built with a DE.

*This contract for Meta was through [Crystal Equation](#)*



**Dynata**

*Data Scientist, Marketing*

(1yr 8mth) Aug 2022-April 2024

Herndon, VA

- **Analyzed A/B Tests (and Diff-in-Diff at times) to measure marketing incrementality in over 40 studies on the Meta, Google, and CVS accounts.**
- Led team (3 DS) to build a bayesian multi-touch attribution (PYMC) product measuring effectiveness of ad campaigns on brand lift surveys by channel. Outputting lift curves, channel contribution charts, and a simulation tool.



**Morning Consult**

*Senior Data Analyst*

(10mth) Nov 2021-Aug 2022

Washington, D.C.

- **Developed and automated wave-over-wave chi-squared tests on time series data** in 17 tracker surveys of 5 countries
- Over 300+ requests, pulled data from API or large database into R, wrangled data using R, and output figures and tables



**Echelon Insights**

*Data Analyst*

(1yr 8mth) April 2020-Nov 2021

Alexandria, VA

- Led in modeling projects **predicting election turnout for entire U.S. in 2022** analyzing over 460 million records.
- Wrangled, cleaned, weighted, or made presentations for 60+ survey datasets with R, SQL, and AWS

## OPEN-SOURCE SOFTWARE

[survey\\_tools](#) - Creator and Maintainer of an open-source **python package for survey researchers** with convenient functions for weighted crosstabs, recoding variables, and weighting surveys. This package is available on github [\[here\]](#) and PyPI [\[here\]](#).

## EDUCATION



**University of Virginia**

Master of Science: Data Science

Charlottesville, VA



**Brigham Young University**

Bachelor of Arts: Political Science

Provo, UT

## SELECTED PROJECTS

## *Live Dashboard - 2024 US Pres. Election Forecast*

January 2024

- Estimate daily a heirarchal bayesian beta regression model to generate probabilities of election outcomes using latest polls
- Created a live data pipeline with Github Actions and Python > Live Quarto Dashboard

## *Entity Resolution with Gradient Boosted Trees*

May 2023

- **Solved entity resolution problem** linking unstructured, sparse wikipedia references to Internet Archive API Database References.
- Implemented model in Python [\[here\]](#) which, given a wikipedia reference, will return a match in the Internet Archive Database along with a probability of matching.