ALEX BASS

hello@alexbass.me · Portfolio · Github · LinkedIn

EDUCATION

University of Virginia
Master of Science: Data Science

Charlottesville, VA

Brigham Young University
Bachelor of Arts: Political Science

Provo, UT

EXPERIENCE

Meta
Data Scientist V, Contractor

(6mth) April 2024-Present
New York, NY

- Worked on **Meta's marketing decision science team** using causal inference methods.

Dynata
Data Scientist, Marketing

(1yr 8mth) Aug 2022-April 2024
Herndon, VA

- **Led team (3 DS) to build a bayesian multi-touch attribution (PYMC) product measuring effectiveness of ad campaigns on brand lift surveys.** Outputing lift curves, channel contribution charts, and a simulation tool for client delivery.
- Regularly deliver advanced analytical studies (diff-in-diff, dominance analysis, time series, MTA). In total, delivered over 100 of these studies to clients including Google, Meta, CVS, Chickfila, and AT&T.

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
- Led project to build a Python Web Bot (Selenium) to automate generation of test cases in surveys, contributed this to data science code base (used by 60+ data scientists)

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
- Using R Shiny, built a codeless-crosstab tool for company's research team

SOFTWARE

survey_tools - Creator and Maintainer of an open-source **Python package** with convenient functions for creating weighted crosstabs, recoding variables, and weighting surveys. This package is available through `pip` and PyPI.

SKILLS

Languages and Tools - *proficient:* Python, R, Bash *intermediate:* Spark, SQL, Tensorflow/Keras, Git, Docker
Selected Coursework - Deep Learning, Bayesian Machine Learning, Big Data Systems with Spark, Linear Models for Data Science, Statistical Learning, Data Engineering, Linear Algebra, Econometrics I & II, Data Visualization, Programming in Python

SELECTED PROJECTS

Live Dashboard - 2024 US Pres. Election Forecast   January 2024

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

Star Wars: Political Messages and Likeability   January 2020

- Awarded $1500; wrote, fielded, analyzed original survey research project with Prolific
- Observational study: answered research questions using multiple linear regression and multinomial logit regression.