

## EXPERIENCE

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### **BuzzFeed**

*Associate Data Scientist*

New York, NY

*May 2018 – Present*

- Working on ad performance optimization and yield strategy. Promoted from an Analyst role in 2019.

### **Google**

*Solutions Consultant – AdX, Exchange Bidding*

Mountain View, CA

*June 2016 (Intern) – May 2018 (Full-Time)*

- Analyzed realtime bidding application performance with DSPs and ad exchanges
- Analyzed global business operations in vendor support sites, improving quality and speed to technical support services
- Maintained data access platform using Python and SQL, providing data access to a team of 40 limited-access vendors

### **MLB Advanced Media**

*Data Scientist Intern – Advanced Analytics*

New York, NY

*June – August 2017*

- Fit and evaluated lead scoring logistic regression models in SAS, using sales, media, and demographic data to identify 50 - 85% of active leads within first 30% of sales calls
- Trained churn prediction model for MLB.TV streaming product, achieving 15% increase in AUC score using an ensemble of gradient boosted trees, a random forest, and LASSO logistic regression trained in Python
- Prototyped and tested ticket buyer LTV modeling procedure, aggregating data in SQL and modeling in SAS
- Modeled umpire, player, and stadium effects on strike zone shifts using mixed effects logistic regression models in R
- Automated daily Statcast anomaly detection reporting using Python and R, saving 2.5 hours per week
- Owned weekly targeted email campaign reporting, communicating ROI of targeting efforts

### **Boston College**

*Research Assistant – Department of Economics*

Chestnut Hill, MA

*September 2015 – May 2016*

- Fit and evaluated time series models for analysis of 27% spike in divorce rate using STATA and R
- Built and managed documentation for dataset of U.S. female property rights classifications from 1950 – 2010

## PROJECTS

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- **Pybaseball:** A Python package for baseball data analysis; 6,000+ installs to date
- **Gutenberg Recommender System:** A content-based recommender system for books built using Python, Spark, MLlib, and AWS Elastic MapReduce

## PUBLICATIONS

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- **Mu, Jesse, James LeDoux, and Joshua K Hartshorne.** “Replication of Frank, Goldwater, Griffiths, & Tenenbaum (2010): Modeling Human Performance in Statistical Word Segmentation, Experiment 1”. PsyArXiv, 25 Oct. 2017.
- **LeDoux, James, and Christopher Maxwell.** “Crime Generators, Deterrents, and Attractors in Micro-Places”. BA, 2017. <http://hdl.handle.net/2345/bc-ir:107437>.

## PROGRAMMING SKILLS

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- **Languages:** Python, R, SQL, SAS, STATA, HTML, CSS
- **Data Science Tools:** Scikit-Learn, Pandas, NumPy, XGBoost, Keras, Tensorflow, dplyr, ggplot, BigQuery, AWS

## EDUCATION

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### **Boston College**

*BA in Economics; Concentrations in Statistics and Computer Science; Magna Cum Laude*

Chestnut Hill, MA

- **Awards:** Giffuni Prize for Best Thesis in Economics, Cheney Economics Scholarship, Dean’s Scholarship