

DAVID L. MILLER

Brooklyn, NY
(917) 373-3239
dml6693@gmail.com

[linkedin.com/in/david-l-miller](https://www.linkedin.com/in/david-l-miller)
github.com/dml6693
medium.com/@dml6693

Programming Languages

Python - Core Competency

Libraries: Pandas, NumPy, SciKit Learn, Matplotlib, Seaborn, NLTK, Beautiful Soup
Frameworks: Django, Django REST, Selenium

JavaScript

Frameworks: jQuery

CSS

Frameworks: Bootstrap

HTML

Other Skills

Database Management

MySQL, PostgreSQL MongoDB

Project Management

Jira, GitFu

Marketing/Advertising

Google Analytics, Nielsen, comScore

EDUCATION

Udemy | 2019 - 2020

Python and Django Full Stack Web Developer Bootcamp

Flatiron School | 2019

Data Science Immersive Bootcamp

General Assembly | 2017

Digital Marketing
Visual Design

New York University | 2015

B.A. Storytelling in Popular Media

INTERSHIPS

AMC | 2015

International Marketing Intern

Nickelodeon | 2014

Promo Scheduling Intern

NBC Sports Group | 2013

Ad Sales Marketing Intern

Data Engineer | Client-Facing | MarTech/AdTech

Solutions driven data engineer known for working effectively cross-functionally including frontend and backend developers, designers, project, account, customer success, and product managers as a Solutions Engineer and a Media/Marketing Analyst for an innovative customer data platform, major advertising firm and video game publisher.. Experienced in Python (Pandas and Django), and databases (MongoDB, MySQL and PostgreSQL). Excellent at planning, proactive communication, breaking down complex problems and resolving issues before users discover them.

TECHNICAL PROJECTS

Ad Copy Topic Modeling & Classification | [Github](#)

- Created topics from ad copy, then produced a multi-classification predictive model
- Scraped welovead.com with Beautiful Soup for 146,000 records, stored in MongoDB
- Analyzed and processed data using NLTK, TextBlob and word2vec packages, visualized with Seaborn and WordCloud
- Relabeled data using LDA in SciKit Learn, visualized topics with KMeans Clustering, then predicted to 75% accuracy using MultinomialNB

Barney's Pricing Analysis | [Github](#) + [Blog Post](#)

- Scraped about 24,000 men's and women's clothing prices from barneys.com using Selenium and Beautiful Soup
- Ran series of statistical analyses with Pandas, NumPy and SciPy finding high variance and skewness
- Tested famous rapper Future's shopping spree at the store after normalizing data by taking 100,000 samples of 50 items and finding their means

EXPERIENCE

Tracer | Solutions Engineer

New York, NY - Sep 2019 to Dec 2019

- Successfully transitioned to a technical role by learning django.. Other technologies used: Pandas, PostgreSQL, Jira, Heroku, GitFu, Redis, PaperTrail, Bugsnag
- Responded to and solved client tickets including, but not limited to backfilling missing data, data discrepancy issues and exporting reports to external databases
- Supported maintenance of paid and organic digital marketing API integrations including Google Ads, Facebook and LinkedIn through updating code base
- Worked on bug fixes, improved functionality, email data reports and features as well as reviewed commits from other engineers

Take-Two Interactive | Sales & Channel Marketing Assistant

New York, NY - Aug 2017 to Nov 2018

- Supported Channel team in brick and mortar, and online retail marketing efforts, helping drive Q3 revenue from \$480.8 million to \$1.2 billion between 2017 and 2018
- Assisted in planning and execution of all media campaigns, which enabled titles like NBA 2K18 to sell over 10 million units and Red Dead Redemption 2 to generate over \$725 million in its first three days after launching
- Created competitive reports including gathering marketing and pricing data for use in optimizing product offering strategy for upcoming releases
- Led team to spend more on console marketing, demonstrating its value added through data insights and instantaneous optimizations

MEC Global | Associate

New York, NY

Digital Investment - Apr 2016 to Jun 2016

- Built weekly performance reports for digital campaigns in Excel and PowerPoint to discover poor and outlying data in order to optimize against poor results
- Strategized and executed digital media plans for L'Oréal USA brands, helping annual sales increase by 12.1% year over year
- Partnered with companies including Google and Walmart to launch campaigns with budgets up to and over \$1 million

Media Planning - Oct 2015 to Apr 2016

- Assisted International Designers Collection and Lancôme strategy teams in creating and executing media plans across all channels
- Met with potential and current partners daily including Vogue, Pandora and Sports Illustrated to gain insights into improved or new advertising products