# Jordan Winemiller

Senior Data Scientist



#### - Contact

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- **\** 913-620-7648
- **♀** Kansas City, MO 64108
- in LinkedIn
- GitHub
- A Portfolio Website

### - Analytical Competencies -

Bayesian Inference

Categorical Analysis Data Analysis

Data Modeling Deep Learning

Experimental Design

Linear Models | Machine Learning

Mathematical Statistics

Multivariate Statistical Analysis

Nonparametric Methods

Statistical Computing

Statistical Inference

Survival Analysis

Visualization Analysis and Design

### — Core Competencies –

Ability to Plan and Organize

Business Relations | Communication

Conflict Management

Critical Thinking Decision Making

Leadership Mentoring

Problem Solving

Product Development

Program/Project Management

Stakeholder Engagement

Strategic Planning

Technical Notion

## ♣ Professional Summary

Data science professional with 10+ years of hands-on experience in advanced analytics, software engineering, statistics, and applied machine learning. Constructing machine learning solutions in various technologies including SQL, NoSQL, Python, R, and PySpark. Efficiently using software development and machine learning lifecycle methodologies to provide automated scalable enterprise product solutions.

## PROFESSIONAL EXPERIENCE

September 2022 from March 2020

## Senior Data Scientist

**♥** Kansas City, MO

from AdPredictive

- Designed closed-loop machine learning intelligence that empowered business leaders to their strategic goals and to make data-driven decisions
- Architected an automated algorithmic audience platform product for mass media television clients with post-campaign analysis; enabling clients to continuously direct campaigns while reaching an average of 7.5M consumers
- Architected custom in-house solutions to create a machine learning lifecycle platform and analytics factory to control for experiments and mitigate volatility using AWS Lambda, AWS Step Functions, AWS EMR, AWS EC2
- Investigated concepts for expanding company offerings for direct-to-consumer, and international product offers
- Explored Elasticsearch NoSQL Solution to increase graph searching algorithms capabilities
- Designed smart attributes based on vendor data sources for individual and household consumers
- Designed market loyalty algorithms to help clients with retention of consumers
- Designed consumer experience indices for lookalike audience algorithms
- Provided guidance to members and participated in cross-departmental projects establishing the company as a leader in data science
- Planned and executed department strategy for incorporating intelligence into product offerings
- Managed department communications to business partners, clients, and executive leadership
- Created and maintained standards for data and development guidelines

March 2020 from June 2019

## Senior Data Scientist

**♥** Kansas City, MO

AutoAlert

- Architected customer vehicle recommendation system; allowing the intelligent marketing team to produce individualized offers driving a 7% increase in customer engagement
- Architected producer processes to push intelligent from data science models back into transactional systems
- Designed recommendation algorithm using a recurrent neural network for determine customer preferences
- Designed market intensity algorithms to determine vehicle trim level preferences by region
- Designed geolocation algorithms to target customers based on market comparisons
- $\bullet\,$  Led department project planning, design, and implementation
- Built and optimized the data sources for the business analysts at AutoAlert including providing data marts for client reporting

Jordan Winemiller Senior Data Scientist

### - Software Methodologies -

Agile Software Development

Algorithmic Efficiency

API Development

Application Monitoring

Architecture Patterns

Cyclomatric Complexity

Data Modeling and Governance

Deployment Pipelines

**Event-Driven Programming** 

Functional/Technical Documentation

Master Data Management

Scrum Methodologies

Software Development Lifecycle

Test Driven Development

#### - Professional Affiliations -Mu Sigma Rho

National Statistical Honor Society

2019 - Present

#### American Statistical Association

Member 2018 - Present

USA Rugby

World Rugby Level 1 Referee

2020 - Present

USA Rugby L100 Coach

2020 - Present

Senior Club Member 2010 - 2018

## - Community Service —

Kansas City Blues RFC **Executive Board Member** 

2019 - Present

Treasurer 2018 - Present

Club Member 2010 - 2018

Civil Air Patrol

Cadet Program Management Officer

2005 - 2010

**Emergency Services Training Officer** 

2006 - 2009

2000 - 2006 Cadet

Boy Scouts of America

Eagle Scout 1997 - 2003

June 2019 from March 2018

#### **Data Scientist**

AutoAlert

- Architected buying cycle system based on customer web interactions
- Architected customer household profile system based on previous sales and service records
- Implemented Amazon EMR into the machine learning pipeline with other data scientists
- Designed the process of household clustering from using MapReduce to using graph processing
- Designed point process algorithm to determine when potential customers would likely to enter a buying cycle
- Implemented Bash shell scripts to decrease prediction times for models written in python
- Integrated with three (3) external companies to populate data warehouse with external data used in algorithms
- Ingested transactional data from seven (7) ODS systems to enterprise data warehouse using custom in-house solution managed by Apache Airflow

March 2018 from April 2017

#### Senior Data Developer AutoAlert

♥ Kansas City, MO

♥ Kansas City, MO

- Offered approaches to simplify data integration processes and standardize data feeds across systems to reducing data latency; enabling customizable campaigns for clients with large improvements in campaign reliability and delivery time
- Optimized the campaign platform workflow engine; increasing the scalability from 300 clients to 1500+ clients
- Automated data migration scripts for source control of DDL using Flyway
- Created ROI reporting dashboards for intelligent marketing campaigns
- Created composite-key based data architecture for custom content management service
- Collaborated in developing state machine workflow system with .NET, Consul, and Orleans
- Designed data model for content management system for custom templated campaigns
- Implemented internal concurrent queues to stop race conditions in service layer in .NET
- Managed Microsoft SQL Server, PostgreSQL, RabbitMQ, and NoSQL instances for SAAS platforms

April 2017 from November 2015

## Senior Data Analyst

• Mission, KS

VinSolutions

- Architected the reporting and analytics platform for CRM external clients
- Developed the Data Gateway solution including databases, web API layer, and the Azure management proxy
- Developed key performance indicators to illustration individual rankings to clients against similarity, geographic, and global populations leading to client revenue
- Designed data model to support hierarchy segmentation for CRM including analytics and reporting by clients, and client
- Designed infrastructure for business intelligence team in production, and two (2) pre-production environments
- Worked across multiple functional departments translating business problems into solvable cases with emphasis on anticipating future state product requirements
- Led development teams in building customer retention reporting platform using WCF, ASP.NET Web API, and React
- Collaborated with Development Operations in transitioning applications to continuous integration and deployment standards

Jordan Winemiller Senior Data Scientist

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—— Download My CV —

Download my full CV via the QR below (a).



## **EDUCATION**



Master of Science

**♀** Kansas City, KS

Applied Statistics and Analytics

University of Kansas School of Medicine

Graduated Mu Sigma Rho

National Honorary Society for Statistics



**Graduate Certificate** 

**♥** Kansas City, KS

**Biostatistics** 

University of Kansas School of Medicine

Advanced coursework in Bayesian and Statistical Inference



Bachelor of Science

♥ Kansas City, MO

Mathematics and Statistics

University of Missouri - Kansas City



Programming Languages Data Analysis: SQL, Pandas, R, Bash, Vim

Statistical: Python, MATLAB, R, SAS

Machine Learning: Supervised, Unsupervised, Reinforcement

Learning, NLP, Computer Vision, UMAP

ML Libraries : PyTorch, Scikit-Learn, Spacy, TensorFlow,

OpenCV, RStan, PyMC, Spark MLib

Object Oriented: Python, C#, WCF, Golang, Java ETL Frameworks: Spark, Scala, PySpark, MapReduce

Front-End: Angular, React JS, SolidJS

Data Technologies AWS Data Services: Aurora, Athena, RDS, Redshift, EMR Database: Microsoft SQL Server, PostgreSQL, Oracle

Formats: CSV, JSON, GZIP, Parquet, Snappy SQL Server: SSRS, SSAS, SSMS, SQL Agent

 ${\bf Graph} \hbox{\it C. RaphDB}, \ Neo4j, \ Neptune$ 

 ${\bf NoSQL}:\ Elasticsearch,\ MongoDB,\ Cassandra$ 

 ${\bf Cache\ and\ Streaming:}\ {\it MSQM},\ {\it RabbitMQ},\ {\it Redis},\ {\it Kafka}$ 

Applications

Cloud Platforms: AWS, Microsoft Azure, GCS

Deployment Pipelines: Apache Airflow, Jenkins, Octopus Experiment Tracking: Databricks and self-hosted MlFlow

Amazon Web Services: ECS, Fargate, Lambda, Step Functions, S3

Container Services: Docker, Kubernetes

Source Control: Github, GitLab, BitBucket, TFS, SVN, Flyway

Operating System: Linux, MacOS, Windows

## ✓ Professional Development

#### Kansas - Western Missouri Chapter

Bayesian Spatially Varying Coefficient Models with Functional Predictors, 2023

Charting Your Course for Leadership Success, 2022

Introduction to Structural Equation Modeling, 2021

Introduction to R for Data Science, 2019

#### American Statistical Association

Joint Statistical Meetings, 2019 - 2022

Weighted Methods in Surveys, 2020

Bayesian Thinking: Fundamentals, Regression, and Multilevel Modeling, 2020

### 15<sup>th</sup> Annual Innovations in Design, Analysis, and Dissemination

Frontiers in Biostatistics and Data Science, 2021

#### Joint Statistical Meetings Short Courses

Analyzing Restricted Mean Survival Time

Bayesian Time Series Analysis

SAS Bayesian General Mixed Models

SAS Causal Effect Estimation

SAS Practical Causal Mediation Analysis

SAS Geospatial Analysis