Jordan Winemiller

Senior Data Scientist

Contact

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📍 Kansas City, MO 64108

in **LinkedIn**

○ **GitHub**

⌂ **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, and applied machine learning. Constructing machine learning solutions in varies 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
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
- 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

− Software Methodologies −

Agile Software Development

Algorithmic Efficiency

API Development

Application Monitoring

Architecture Patterns

Cyclomatic 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
Cadet   *2000 - 2006*

Boy Scouts of America
Eagle Scout   *1997 - 2003*

June 2019
from
March 2018

Data Scientist 📍 Kansas City, MO
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 📍 Kansas City, MO
AutoAlert
- 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 groups
- 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 JS
- Collaborated with Development Operations in transitioning applications to continuous integration and deployment standards

🎓 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	

🗄 TECHNOLOGY SUMMARY

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*
- **Graph**: *GraphDB, Neo4j, Neptune*
- **NoSQL**: *Elasticsearch, MongoDB, Cassandra*
- **Cache and Streaming**: *MSQM, RabbitMQ, Redis, 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*

15th 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