

# JORDAN WINEMILLER

## SENIOR DATA SCIENTIST



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### 👤 PROFESSIONAL SUMMARY

Senior data professional with 10 years of experience in software engineering with over 6 years leading teams as a mentor to analysts, engineers, scientists, and product owners through multiple collaborative development teams. Working in a variety of data driven fields including data science, architecture, warehousing, and governance. Efficiently using software development and machine learning lifecycle methodologies to provide automated scalable enterprise product solutions.



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### 📁 PROFESSIONAL EXPERIENCE

September 2022  
from  
March 2020

#### Senior Data Scientist

📍 Kansas City, MO

*AdPredictive - Intelligent Advertising for Marketing Solutions*

##### Projects

- 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

##### Research

- 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
- Designed ODS/Transactional (Operational Data Store) schemas to support machine learning processes and client automated campaigns using AWS RDS (PostgreSQL)
- Designed POC for Snowflake integration for first-party clients
- Designed Apache Airflow ETL jobs using AWS EMR for TV viewing, demographic, geolocation and client digital advertisement impressions

##### Key Responsibilities

- 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

March 2020  
from  
June 2019

- Managed department communications to business partners, clients, and executive leadership
- Created and maintained standards for data and development guidelines
- Introduced and standardized first and third-party data dictionaries for internal and client use
- Created and converted ETL processes to store and warehouse new data providers
- Created Python utility packages for AWS and MLflow tracking server for data science experiments
- Created the ETL processes to store vendor data using AWS EMR, AWS S3, AWS Redshift using compression over Parquet and delimited file formats

## Senior Data Scientist

📍 Kansas City, MO

*AutoAlert - Data Science Team for Automotive Marketing Solution*

### Projects

- 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
- Revamped CI/CD workflows into a comprehensive Machine Learning Lifecycle Workflow Platform

### Research

- 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
- Designed API layer using Golang to securely expose data endpoints to internal teams
- Designed data models for the development of the Customer Experience Management System
- Investigated time series analysis models (ARIMA, TVAR, and DLMS) to apply incentives for customers on an individual basis
- Explored survival models to apply survival life cycle curves for OEM products
- Investigated plugin to pull from the transaction log and move to workflow process using logical replication slot in PostgreSQL and RabbitMQ

### Key Responsibilities

- Led department project planning, design, and implementation
- Mentored data analysts, data engineers, and data scientists
- Collaborated with DevOps to create EDA servers for data science team
- Built consumer and producer processes to ETL data throughout company wide data stores
- Built and optimized the data sources for the business analysts at AutoAlert including providing data marts for client reporting

June 2019  
from  
March 2018

## Data Scientist

📍 Kansas City, MO

*AutoAlert - Data Science Team for Automotive Marketing Solution*

### Projects

- 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

### Research

- 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
- Designed and implemented a CI/CD workflow for machine learning
- Designed Vagrant EDA box with Jupyter and RStudio for the data science team

### Key Responsibilities

- 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 - Intelligent Marketing Team for Automotive Marketing Solution*

### Projects

- 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

#### Research

- Collaborated in developing state machine workflow system with .NET, Consul, and Orleans
- Designed data model for content management system for custom templated campaigns
- Designed database automation for migrating between environments
- Designed WCF workflow system to replace service layer in .NET

#### Key Responsibilities

- Implemented DDL triggers to track database changes prior to deployments
- Implemented methods to increase performance in pre-existing ETL processes
- 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 - Business Intelligence Team for Automotive CRM Solution*

#### Projects

- 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

#### Research

- Vetted Tableau and Spotfire as an enterprise solution for internal reporting
- 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

#### Key Responsibilities

- 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

November 2015  
from  
March 2015

### Software Engineer

📍 Mission, KS

*Insight Global - Internal Solution Team for Automotive CRM Solution*

- Designed documentation for integrations for Astera ETL software and Mulesoft technologies
- Composed the client-facing documentation for Data Gateway API solution
- Embedded the proof of concept reporting and analytics platform into the CRM for external clients
- Tested four (4) proof of concepts; two (2) are currently used as enterprise solutions
- Designed test plans to regression test applications
- Collaborated with data services team in planning the migration of historical data from transactional database servers

March 2015  
from  
March 2014

### Systems Analyst

📍 Kansas City, MO

*Kansas City Life Insurance Company - Illustration Team for Actuarial Department*

- Continuously updated product guides, data dashboards, state approvals, interest rates for all interest sensitive products, and fund expenses and names for variable universal life product
- Trained new employees in product calculations, regulatory guidelines, application development, and assisting agents
- Designed universal life product calculations in Microsoft Excel to be used for test-driven development
- Wrote manual calculations for term life insurance products, universal life insurance products, and the indexed universal life product
- Designed tests and corrected new engine calculations for universal life products

- Designed tests and corrected new engine calculations for universal life products
- Maintained and deployed three (3) websites, and one (1) stand-alone software solution with continuous updates and applications
- Assisted Data Warehouse Engineer in transferring and administering data controls for mainframe systems (Cobol), local servers, and cloud servers

## EDUCATION



### Graduate Certificate

📍 Kansas City, KS

#### Biostatistics

*University of Kansas School of Medicine*

*Advanced coursework in Bayesian and Statistical Inference*



### 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*



### Bachelor of Science

📍 Kansas City, MO

#### Mathematics and Statistics

*University of Missouri - Kansas City*

## TECHNOLOGY SUMMARY

### Programming Languages



**Data Analysis:** *Pandas, R, Bash, Vim*  
**Statistical:** *Python, MATLAB, R, SAS*  
**Machine Learning:** *PyTorch, Scikit-Learn, TensorFlow, Spark MLlib*  
**Object Oriented:** *Python, C#, WCF, Golang, Java*  
**ETL Frameworks:** *Spark, Scala, PySpark*  
**Front-End:** *Angular, React JS, SolidJS*

### Data Technologies



**Amazon Web Services:** *Aurora, Athena, Redshift, EMR*  
**Apache:** *Kafka, Hadoop, Parquet*  
**Database:** *Microsoft SQL Server, PostgreSQL, Oracle*  
**SQL Server:** *SSRS, SSAS, SSMS, SQL Agent, PowerBI*  
**Graph:** *GraphDB, Neo4j, Neptune*  
**NoSQL:** *Elasticsearch, MongoDB, Cassandra*  
**Cache:** *Memcached, MSQM, RabbitMQ, Redis*

### Applications



**Cloud Platforms:** *AWS, Microsoft Azure, GCS, Linode*  
**Deployment Pipelines:** *Apache Airflow, Jenkins, Octopus*  
**Experiment Tracking:** *Databricks and self-hosted MIFlow*  
**Amazon Web Services:** *ECS, Fargate, Lambda, Step Functions, S3*  
**Container Services:** *Docker, Kubernetes*  
**Source Control:** *Github, GitLab, BitBucket, TFS, SVN*  
**Operating System:** *Linux, MacOS, Windows*

## COMPETENCIES

### Analytical

- Bayesian Inference
- Categorical and Survival Analysis
- Data Analysis
- Data Modeling
- Deep and Machine Learning
- Experimental Design
- Linear Models
- Mathematical Statistics
- Multivariate Statistical Analysis
- Nonparametric Methods
- Statistical Computing
- Statistical Inference
- Visualization Analysis and Design

### Business

- Ability to Plan and Organize
- Communication
- Conflict Management
- Critical Thinking
- Decision Making
- Leadership
- Mentoring
- Problem Solving
- Product Development
- Program/Project Management
- Stakeholder Engagement
- Strategic Planning
- Technical Notion

### Software

- Agile Software Development
- 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 DEVELOPMENT

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### **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*

### **Kansas - Western Missouri Chapter**

Charting Your Course for Leadership Success, *2022*

Introduction to Structural Equation Modeling, *2021*

Introduction to R for Data Science, *2019*

### **Joint Statistical Meetings Short Courses**

Analyzing Restricted Mean Survival Time

Bayesian Time Series Analysis and Forecasting

SAS Bayesian Generalized Linear Mixed Models

SAS Causal Effect Estimation with Observation Data

SAS Practical Causal Mediation Analysis

SAS Geospatial Analysis

### **AWS Machine Learning**

Math for Machine Learning

Linear and Logistic Regression

The Elements of Data Science

## PROFESSIONAL AFFILIATIONS

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### **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 - Present*

## COMMUNITY SERVICE

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### **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*