



CONTACT

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EDUCATION

BA, Political Science Aug 2018
University of Central Florida Orlando, Florida

TECHNICAL SKILL SET

Data Platforms

BigQuery

Treasure Data CDP

Snowflake

Analytical Tools

SQL

Jupyter

Python

Julia

SAS

SPSS

Cloud Providers

GCP

Azure

AWS

Data Visualization

Looker

Seaborn

GeoPandas

Matplotlib

CORE PROFICIENCIES

Data Engineering

Workflow Automation

Big Data Analysis

Data Visualization

RESEARCH EXPERIENCE

Published by DeGruyter

U.S. Supreme Court Jurisprudence

Judicial Behavior

Voter Behavior

Human Rights Law

Consumer Behavior

Socioeconomic Analysis

VALUES

Rigor

Truthfulness

Transparency

People Driven Decision Making

EXPERIENCE

Data Engineer & AI Analyst

Penske Media Corporation

April 2023 — April 2024

LA, California (remote)

- Identified AI-driven business opportunities by collaborating with executives and editors to inform strategic shifts in content creation and distribution.
- Conducted comprehensive evaluations of AI and data vendors to assess their technical capabilities, cost efficiency, and alignment with business objectives in order to inform executive decision-making.
- Engineered and fine-tuned large language model (LLM) applications deployed on Azure to support generative AI integrations within WordPress.

Media Analyst & Analytics Engineer

Penske Media Corporation

April 2022 — April 2023

LA, California (remote)

- Collaborated with the Chief Editors of Rolling Stone to steer and refine political content, social media coverage, and SEO strategies.
- Established key performance indicators (KPIs) for audience marketing and subscriptions teams, developed an extensive reporting infrastructure in Google Cloud Platform (GCP), and provided executive-level training on their implementation and analysis.
- Acted as the lead liaison between the data and SEO teams, built robust reporting workflows to uncover news cycle trends, and advised the SEO team upon the impact of algorithm changes across the Penske portfolio.

Independent Consulting

BTJN, LLC

May 2021 — April 2022

Houston, Texas

- Optimized marketing strategy by developing and implementing Customer Data Platforms (CDP) to accurately identify and target high-value potential customers.
- Enhanced analysis pipeline efficiency by migrating legacy systems to Google Cloud Platform (GCP) resulting in improved data processing speeds and reduced operational costs.
- Automated email marketing initiatives, leveraged data-driven insights to create and distribute highly targeted newsletters, increased customer engagement and conversion rates.

Research Assistant

University of Central Florida

Jan 2018 — Aug 2019

Orlando, Florida

- Led a data team to track and document human rights abuses against civilians in conflict zones maintaining rigorous standards for accuracy and completeness.
- Developed an international human rights law rubric based on international treaties to enable research assistants to systematically code and analyze abuses.
- Prepared studies uncovering novel findings of abuse against women presented at The Hague and subsequently published by De Gruyter.

PUBLICATIONS

Turkish Kurdish Analysis Database

Peace Economics, Peace Science and Public Policy vol 25, no. 4, pp. 36

Demet Mousseau, Justin Napolitano, Alex Olson

doi.org/10.1515/peps-2019-0036