

James Lukin

SOFTWARE ENGINEER · BACHELOR OF COMPUTER SCIENCE · MONASH UNIVERSITY

☐ 0499950344 | ☐ jimmy.lukin@gmail.com | ☐ www.yourwebsiten.ma | ☐ jxmeslukin | ☐ yourlinkedin

About Me

Programming C++/C · Python

Analytics SQL · Excel/VBA

Web/Media React · HTML/CSS/Javascript · PHP · Photoshop · Premiere Pro

Experience

White Bay 6

Menlo Park, CA

DATA SCIENTIST - VIDEO TEAM

Sep. 2017 - Now

- Led how we ran Newsfeed ads for creators on the Launchpad program with \$400M budget by optimizing ad objectives and budgeting between creators improving follower quality by 60%
- Worked with cross functional partners to improve video publishers' experience through Creator Studio as the sole data scientist supporting 5 PMs
- Presented analyses on our video ecosystem to help fix distribution for high quality publishers and re-evaluate our top line goals to reflect that. This increased watch time on high quality content by 9%

Freelance Website Design

New York, NY

ASSOCIATE DATA SCIENTIST - CONTENT TEAM

Apr. 2017 - Sep. 2017

- Analyzed our video content on Facebook to increase our video distribution and grew our pages' views by 54%
- Wrote Slack Bots in Python and modified to alert content partners of their top performing videos
- Automated company-wide weekly metrics reports pulling data from all distribution platforms saving hours of labor from analysts

Education

Newington College

Stanmore, NSW

HSC 2022

Jan. 2012 - November 2022

- Year 12 Subjects: Maths Extension 2, Physics, Economics, Software Design and Development