James Lukin

SOFTWARE ENGINEER · BACHELOR OF COMPUTER SCIENCE · MONASH UNIVERSITY

 0499950344 |  jimmy.lukin@gmail.com | [](http://www.yourwebsiten.ma/) [www.yourwebsiten.ma](http://www.yourwebsiten.ma/) | [](https://github.com/YourGithub) [jxmeslukin](https://github.com/YourGithub) | [](https://www.linkedin.com/in/yourlinkedin) [yourlinkedin](https://www.linkedin.com/in/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