KYLE SCHMIDT

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EDUCATION

Columbia University   *February 2014*
B.A. in Applied Mathematics
Jerry and Evelyn Bishop Scholar
Treasurer of Columbia College Student Council
Member of Columbia University Men's Heavyweight Rowing Team

EXPERIENCE

Kepler Group   October 2014 - Present
Data Scientist/Engineer   *New York, NY*

· Architect and engineer SQL and Hadoop databases a well as microservices to facilitate seamless data transfers, maintain data integrity, and incorporate intelligent business logic.
· Conduct ad-hoc analytical support and construct internal software products for Kepler's marketing teams to guide campaign performance and optimizations.

Marketing Management Analytics (MMA)   March 2014 - October 2014
Statistical Analyst   *New York, NY*

· Composed marketing mix models to drive measurable improvements to clients' marketing ROI by identifying and quantifying the short and long term impact of marketing, promotion, pricing, operational, competitive and economic conditions on their businesses.
· Integrated information systems and statistics in order to build predictive models that forecast sales and revenue utilizing R, SAS, and Microsoft Excel.

Dataminr   September 2013 - December 2013
Product Intern   *New York, NY*

· Performed analyses on users' product behavior in order to understand client utilization.
· Assessed endorsement performance of the Domain Expert Team's responses to breaking news.
· Code review and project management of the Agora program that enabled machine learning algorithms to tag and describe associated companies for breaking stock market news from Twitter Tweets.

Columbia Business School   January 2013 - August 2013
Research Assistant   *New York, NY*

· Analyzed degrees of separation between economic sectors using k-nearest neighbors, regression, and numerical methods in R to associate sociological commonalities with stock performance.

TECHNICAL STRENGTHS AND ASSOCIATIONS

Computer Languages	Python, Hive, R, MATLAB, Clojure
Databases	Hadoop, MySQL
Operating Systems	Linux, OS X
Protocols & APIs	XML, JSON, REST
Tools	Vim