

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 scalable SQL and Hadoop databases as 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, Lisp

Databases

Hadoop, MySQL

Memberships

SIAM, ACM, IEEE Computer Society

Operating Systems

Linux, OS X

Protocols & APIs

XML, JSON, REST

Tools

Vim