

Kailin Koch

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EDUCATION

University of California, Berkeley

Aug 2020 - May 2022

Master of Information Management and Systems

- Coursework Includes: Applied NLP, Data Mining, Data Engineering, Intro to Software Engineering
- Focus Areas: Data Science and Product Management; GPA: 3.96

Cornell University

Aug 2011 - May 2015

Bachelor of Arts in Government

Coursework: Introduction to Python, Statistics for Social Sciences II, Statistical Sampling

DATA SCIENCE PROJECTS

- **Predict Switch Points:** Created naive bayes models to predict switch points in bilingual dialogue. Built a novel dataset and created features for part of speech and multiword expressions ([paper](#)).
- **Recipe for Success:** Built skip gram model to help people discover affordable, eco friendly recipe alternatives ([team presentation](#)).
- **Airline Data Pipeline:** Created dbt data pipeline to preprocess and analyze airline data ([report](#)).

TOOLS

- Python, R, Ruby
- SQL, Excel, MongoDB, dbt
- Scikit-learn, pandas, numpy
- Tableau, New Relic, Splunk

WORK EXPERIENCE

Relativity

Chicago, IL

Product Management Intern, Platform Team

Apr 2021 - Dec 2021

- Reduced traffic to legacy endpoints by 80% through actionable weekly reporting to leadership that informed customer outreach. The legacy endpoints were successfully removed on time.
- Created requirements, recruited 2 pilot teams and built a Splunk dashboard for an API standardization tool. The tool is currently in use by 3 teams and will become a requirement.

CREDO Mobile

San Francisco, CA

Associate Product Manager

Jan 2018 - Jul 2020

- Launched mobile data plans after building consensus with a 10 person cross functional team and resolving escalations. 55% of the customer base now use these data plans.
- Retained 2,000 high risk members (~6%) by implementing a new discount model for data plans.

CREDO Mobile

San Francisco, CA

Marketing Data Analyst

Jan 2018 - Jul 2019

- Designed A/B experiments and holdout tests to help meet monthly sales targets efficiently, and translated findings into actionable recommendations for marketing and sales teams.
- Automated weekly sales reporting and created intuitive dashboards for the marketing team to self-service and monitor performance.

Benenson Strategy Group

New York, NY

Senior Analyst | Analyst | Intern

Jun 2015 - Jan 2018

- Client work included: Bank of America, Verizon and the Obama White House.
- Coordinated quantitative and qualitative strategic research projects end to end, including surveys, focus groups, online ethnographic diaries and tracking polls.