ETHAN SMITH

Senior Manager | Data Science | Analytics

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SUMMARY

With over 10 years of experience in data science and analytics, I specialize in crafting ML-based solutions. Proven track record of increasing targeting efficiency by 25% in commercial channels. Proficient in Spark, R, and regression analysis.

SKILLS

Spark, R, Regression analysis, XGBoost, Predictive modeling, Data visualization

EXPERIENCE

08/2018 - Present

Los Angeles, CA

Senior Data Scientist
Visa

- Led a team of data analysts to develop a regression model, which improved targeting efficiency by 25%, resulting in a 15% increase in conversion rates.
- Collaborated with the marketing team to craft data-driven personalization strategies, increasing customer engagement by 30% over six months.
- Implemented a Spark-based large data processing pipeline, reducing data processing time by 50%, enhancing decision-making efficiency.
- Identified emerging digital marketing trends to design innovative solutions, positioning Visa for a 20% growth in digital footprint.
- Worked closely with decision science teams to introduce A/B testing methodologies, improving marketing strategies and increasing ROI by 18%.
- Presented data-driven insights and strategies to senior leaders, enhancing targeting capabilities and influencing major business decisions.

09/2014 - 07/2018

Santa Monica, CA

Data Science Manager
Mastercard

- Developed and implemented machine learning models for commercial customer segmentation, achieving a 22% increase in targeted campaign effectiveness.
- Enhanced digital personalization strategies, resulting in a 15% lift in customer retention across key segments.
- Led cross-functional teams in integrating advanced analytics into business processes, driving a 20% improvement in operational efficiencies.
- Crafted optimization strategies using data science techniques, resulting in a 10% cost reduction in marketing budget allocation.
- Mentored a team of junior data scientists, fostering an environment of growth and skill enhancement, leading to a 40% increase in team productivity.

06/2010 - 08/2014

San Francisco, CA

Data Analyst
IBM

- Conducted detailed regression analysis on customer data, increasing actionable insights by 30% for cross-departmental strategies.
- Collaborated in developing and validating predictive models, which increased client project success rate by 20%.
- Assisted in the transition to a new big data processing framework, leading to a reduction in project analysis time by 40%.
- Produced data visualizations and reports that clarified complex trends for stakeholders, resulting in enhanced strategic decision-making.

EDUCATION

01/2012 - 01/2014

Los Angeles, CA

Master's Degree in Data Science
University of Southern California

01/2008 - 01/2012

Los Angeles, CA

Bachelor's Degree in Computer Science
University of California, Los Angeles

PROJECTS

Open Source Data Cleaning Library

Developed a Python library for data cleaning and preprocessing tasks. Link: github.com/ethansmith/datacleaninglib

Interactive Data Visualization Tool

Created an open-source tool for real-time data visualization using D3.js. Link: github.com/ethansmith/datavisualizationtool

KEY ACHIEVEMENTS

Increased Targeting Efficiency

Implemented strategies that increased targeting efficiency by 25%, significantly impacting revenue growth.

Cost Reduction in Marketing

Crafted optimization methods that reduced the marketing budget by 10% without affecting performance.

Led Successful Team Project

Managed a cross-functional team that delivered a project under budget by 15% within a tight deadline.