

# KATHERINE RAVENWOOD

## DATA SCIENTIST

### CONTACT

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### PROFILE

Early career Data Scientist with training and expertise in collecting, analyzing, visualizing, and drawing insights from complex sets of data to help solve organizational problems and challenges.

### EDUCATION

ENTITY ACADEMY / WOZ U. 2022

#### Data Science Certificate

ARIZONA STATE UNIVERSITY 2000

#### BM, Music Performance

### SKILLS

- Statistics and Probability
- Advanced Analytics
- Data Visualization
- A/B testing
- Machine Learning
- Agile Project and Team Management
- Python, R, SQL
- Tableau & Power BI
- HTML, CSS, JavaScript, PHP
- Trello & Git
- Microsoft Office
- Google Suite
- Curriculum Design
- Branding
- Social Media Marketing
- Product Marketing
- Media Relations
- Contract Oversight & Negotiation

### EXPERIENCE

#### Developer & Designer | Freelance 2000–PRESENT

- Designed and developed client websites using HTML, CSS, JavaScript, PHP and Adobe CS
- Analyzed marketing campaigns and website design using A/B testing and Google analytics, leading to an 25% average increase in site traffic
- Developed and deployed of marketing campaigns and promotional materials including branding, social media, video and audio production, print and direct mail marketing, resulting in a 30% average increase in client sales and bookings

#### Data Science Student | Entity Academy / Woz U 2021 – 2022

##### Capstone Project:

- Created large datasets using JSON and public API data
- Analyzed audio feature data using Python and R for regression and features correlation
- Classified and clustered tracks using random forest and KNN algorithms
- Visualized data in Python, R, and Tableau
- Presented project findings via Zoom and PowerPoint

##### Other Projects:

- Created and managed datasets in SQL and Python
- Programmed statistical analyses and machine learning in Python and R
- Presented analysis findings via deliverable documents and PowerPoint slide deck presentations

#### Director & Instructor | Ladybird Blues Studio 1996–PRESENT

- Designed curricula for individual and classroom learning in both classroom and individual extracurricular settings selected for deployment in both public and private school programs
- Developed and deployed marketing campaigns and promotional materials including branding, websites, social media, print and direct mail marketing, and event planning and coordination.

#### Managing Director | Great Noise Ensemble 2003–2019

- Managed executive & grant writing teams, artistic leads, and HR staff
- Coordinated non-profit financial processes and grant management
- Managed financial and administrative reporting of copyright and royalty reconciliations
- Oversaw talent acquisition and contract negotiations for more than 100 touring and event performers and production staff
- Planned and coordinated company and client events for audiences of up to 2,000 ticket holders