

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

MANAGEMENT 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

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:

- Machine learning analysis and programming in Python and R
- Statistical analysis of project datasets
- Presentation of analysis findings via deliverable documents and PowerPoint slide deck presentations

Project Lead & 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 average of 25% increase in site traffic
- Developed and deployed of marketing campaigns and promotional materials including branding, social media, print and direct mail marketing, resulting in an average 30% increase in client sales and bookings

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.
- Planned and coordinated company and client events for audiences of up to 2,000 ticket holders

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