KELLY STROH

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TECHNICAL SKILLS

Machine Learning
Regression & Classification
Dimensionality reduction
Natural Language Processing
Neural networks
Hyperparameter tuning

Statistics
Hypothesis testing
Probability theory
Econometrics
Bayesian statistics

Languages
Python, SQL

Tools
AWS, Docker, PostgresSQL
Git, Jupyter, Spark

Visualization
Matplotlib, Seaborn, Plotly

Libraries
NumPy, Pandas, Scikit-Learn,
Scikit-Image, Keras, Flask, Dash

EDUCATION

Certificate in Data Science
Galvanize, 2019

Master of Arts (Honors) Economics with Environmental Studies
University of Edinburgh, 2012

CONTINUING EDUCATION

Spanish Language
Nueva Lengua, Colombia 2018
Tandem Santiago, Chile 2018

Field Research Techniques
School for Field Studies (Boston U.),
Costa Rica 2011

EXPERIENCE

Logic 20/20, Seattle, WA   **Mar. 2020 - Present**
Analyst & Reporting Developer; Data Scientist
- Consult for Microsoft's One Commercial Partner program & Surface Pricing program
- Apply programming and statistical knowledge to identify process improvements with greatest returns on investment; improve efficiency of Power BI reports
- Joining multiple sources of raw data and providing data quality assessments
- Examining correlations between engagement activities and partner success; development of classification models to predict top performing partners; reporting on data-driven insights

WiDS Puget Sound Conference, Seattle, WA   **Jan. 2020 - Present**
Branding Team Leader
- Co-Ambassador for Puget Sound's regional Women in Data Science Conference
- Management of Branding team activities and weekly meetings; coordinate with leadership to foster collaboration with PR, Sponsorship, Content, and other teams
- Create and manage graphic design assets and other digital content

Data Circles, Seattle, WA   **Nov. 2019 - Present**
Social Media Coordinator; Leadership Committee
- Formerly called **Seattle Women in Data Science (SeaWiDS)**
- Manage schedule & facilitate social media efforts across multiple teams
- Contribute creative content on data science topics

Kitsap Conservation District, Poulsbo, WA   **Oct. 2013 - Oct. 2017**
Project Manager
- Researched and evaluated feasibility for potential projects
- Fostered positive client relationships and acted as liaison for local government
- Oversaw project budgets and supervise project implementation

PORTFOLIO

TAKING STOCK
github.com/kellystroh/Inventory-Image-Classification
- Created framework for a tool to streamline online inventory; Categorized inventory images into product groups using convolutional neural networks
- Grouped images of similar items with hierarchical clustering
- Visualized the variety of products within categories and sub-categories with three dimension reduction techniques

TURN OF PHRASE
github.com/kellystroh/Word_Ladder
- Created word puzzle based on a game show challenge
- Extracted phrases from news articles with NLP; programmed game to auto-generate new word ladders, using a phrase dictionary and a Markov chain
- Deployed game on interactive Flask app hosted on AWS EC2

OUTFOX A FRAUD
github.com/kellystroh/Fraud_Detection_Classifier
- Built a model for identifying fraudulent events posted to an online ticket vendor
- Engineered features to extract quantitative data from text
- Compared model performance across random forest, logistic regression, and gradient boosted models; Hyperparameter tuning for optimization