Kelsey Gonzalez, PhD

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WORK EXPERIENCE

Senior Data Scientist, Chief Analytics Office — IBM   April 2022 – Present

– Independently perform data querying, interpretation, visualization, feature engineering, model selection, training, validation, OOP, and code testing in Python and lead and mentor team of 4 interns in these skills through model discussions, code reviews, evaluation, and model selection activities

– Lead worksteam and establish workstream vision, roadmap and OKRs and ensure data science product aligns with user and stakeholder needs; coordinate with front-end developers to launch product into production, impacting 270k IBMers

– lead adoption of foundation assets on team ensuring consistent structure and data science operations and reducing team technical debt

Senior Data Scientist Co-op, Chief Analytics Office — IBM   June 2021 – April 2022

– Produced ML-driven insights into skill gaps and learning recommendations for IBM employees enabling and accelerating reskilling

– Implemented NLP solutions using word2vec word embeddings and flashtext keyword extraction to extract workforce expertise and gaps to maintain highly skilled workforce

– Designed unsupervised recommendation algorithm to provide IBM employees with actionable recommendations for reskilling

– Evaluated and refined recommendation engine to optimize model parameters to exemplify proof of concept for key stakeholders

– Demonstrated product ownership by creating strong partnerships with stakeholders, transforming data science expertise into tangible business value and delivering a stronger product

Survey Data Coordinator (RA) — UArizona   Oct 2020 – May 2021

– Developed survey pipeline using R, Python, and the Qualtrics API to generate and deploy 5k+ unique and personalized surveys in 4 languages on Qualtrics for the US Department of Defense

– Assessed project coverage and automated forecasting of deficits to determine resourcing priorities

Senior Data Science Ambassador — UArizona   Sept 2019 – May 2021

– Directed 34 data science workshops delivered to 960 participants to foster the next generation of data scientists at UArizona

– Evaluated College data science needs through custom survey, analyzed results, drafted solutions, and communicated needs and potential solutions to adminstrator stakeholders

– Implemented the Machine Learning Consulting Group and consulted on 96 projects that concluded in more efficient R and Python code for students and faculty

– Organized Stanford-based Women in Data Science satellite conference with 400 participants (2020, 2021)

EDUCATION

Year	Degree	Institution	Location
2022	PhD	University of Arizona	Tucson, AZ
2020	MA	University of Arizona	Tucson, AZ
2016	MPhil	Trinity College, Dublin	Dublin, Ireland
2013	BA	Brigham Young University	Laie, HI

Publications

Jang, **Gonzalez**, Zeng, and Martínez. 2022. "Correlates of Panethnic Identification: Assessing similarities and differences among Latinos and Asian Americans in the United States" *Sociological Perspectives.* 65(4):702–726.

Gonzalez, James, Bjorklund and Hill. 2021. "Conservatism and infrequent mask usage: A study of US counties during the novel coronavirus (COVID-19) pandemic". *Social Science Quarterly.* 102:2368–2382.

Hill, **Gonzalez**, and Davis. 2021. "The Nastiest Question: Does Population Mobility vary by Political Leadership during the Novel Coronavirus (COVID-19) Pandemic?". *Sociological Perspectives.* 64(5):786–803.

Martínez and **Gonzalez**. 2021. "'Latino' or 'Hispanic'?: The sociodemographic correlates of panethnic label preferences among US Latinos/Hispanics". *Sociological Perspectives.* 64(3):365–386.

Hill, **Gonzalez**, and Upenieks. 2021. "Love thy Aged? A State-Level Analysis of Religiosity and Mobility in Aging Populations during the Novel Coronavirus (COVID-19) Pandemic". *Journal of Aging and Health.* 33(5–6):377–386.

Martínez and **Gonzalez**. 2021. "Panethnicity as a reactive identity: Primary panethnic identification among Latino-Hispanics in the United States" *Ethnic and Racial Studies.* 44(5):1–22.

Hill, **Gonzalez**, and Burdette. 2020. "The Blood of Christ Compels Them: State Religiosity and Mobility during the Coronavirus (COVID-19) Pandemic" *Journal of Religion and Health.* 59:2229–2242.

Coulter, **et. al**. 2020. "A Study and Analysis of the Treatment of Mexican Unaccompanied Minors by Customs and Border Protection" *Journal on Migration and Human Security.* 8(2):96–110.

Mannheimer, Milner, **Gonzalez**, and Hill. 2020. "Social Status and White Fragility: Gender and Socioeconomic Variations.' Pp. 115–127 in *Research in the Sociology of Health Care.* Vol 38, edited by J. Kronenfeld. Castle Hill, Aus: Emerald Press.

Skills

Programming Languages	Python: numpy - pandas - scikit-learn
	R: tidyverse - dplyr - tidymodels
	SQL - LaTeX- Bash - Zsh
ML Expertise	Natural Language Processing & Understanding (NLP/NLU)
	Machine Learning: Classification, Regression, Unsupervised Learning
	Visualization: Static, Interactive, Dashboards
	Survey Design
Tools	Git - Github
	Jira - Trello - Clickup

Giving Back

University Lecturer	STAT 412: Statistical Programming in R
	SOC 303: Health & Society
	SOC 101: Introduction to Sociology
Workshops	Advanced Data Wrangling
	Intro to R Programming
	Data Carpentry: R for Social Science
	Software Carpentry: R-gapminder
	gganimate: Animated ggplots

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