Kiersten Johns

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DATA ANALYST / DATA SCIENTIST

Passionate educator turned dynamic data scientist, dedicated to transforming raw information into actionable insights that empower teams to make informed decisions for optimized growth outcomes. With a strong mathematical background nurtured during tenure as a math teacher, complemented by a certificate in Data Science, and enriched by hands-on experience as a marketing data analyst, the objective is to obtain a position within a company that will leverage this unique blend of analytical rigor and pedagogical skills to make a positive impact on the world.

SKILLS

- **Programming Languages:** Git, Python, R, SQL
- **Python Libraries:** Matplotlib, Numpy, Pandas, Scikit-Learn, Seaborn
- **Machine Learning:** Classification, Feature Engineering, NLP, Neural Networks, Predictive Analytics Tools, Regression
- **Software:** Asana, Data Studio, Google Analytics, Google Suite, Jupyter, Microsoft Office, Parabola, Shopify, Slack, Tableau

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DATA SCIENCE PROJECTS

Book Recommender and Classifier | [GitHub](#) — *December 2023*
- Created and deployed a classifier system aimed at predicting the next book to be read from a reader's "To Be Read" (TBR) list.
- Designed and implemented a book recommender system to help readers continue to add novels to their TBR list
- Utilized a GoodReads dataset, encompassing 10,000 books and 6 million reviews.
- Developed a user-friendly interface for seamless interaction with the classifier system.
- Employed feature engineering and preprocessing methods to enhance the quality of input data, resulting in reliable predictions and an accuracy rate of 97.4%.

Educators and Mental Health: Using Web API's and NLP For Predicting | [GitHub](#) — *October 2023*
- Composed models to analyze incoming text inquiries and predict eligibility for participation in the Educator Alliance Initiative.
- Integrated Natural Language Processing (NLP) techniques to analyze and extract valuable insights from textual data.
- Implemented secure authentication mechanisms and data validation to ensure the reliability and security of the Reddit API.
- Constructed a winning predictive model, utilizing MultinomialNB, that achieves a 97.6% accuracy in prediction
- Investigated the ramifications of Type I and Type II errors, offering tailored solutions to address each scenario effectively.

EXPERIENCE

General Assembly, Data Science Immersive — *Remote, September 2023 - December 2023*
- Successfully completed a 13-week, 500+ hours course of expert-led instruction in Data Science skills including Python programming, data visualizations, statistical modeling and supervised and unsupervised machine learning.
- Conducted exploratory data analysis, created visualizations to understand data, and performed data cleaning and feature engineering on large datasets to prepare for modeling.
- Developed projects to apply hands-on learning of building, tuning and evaluating models for regression, classification, natural language processing, and neural networks to develop models that best solve specific business problems.

UMZU, Marketing Data Analyst — *Remote, June 2021 - December 2022*
- Increased organic search traffic 12% within three months by analyzing website traffic patterns and keyword performance using GA.
- Constructed user-friendly data dashboards tailored for the marketing team, along with offering thorough training sessions to ensure effortless utilization.
- Saved 250 billable hours annually while boosting overall efficiency by automating all manual data processes, reporting, and streamlined workflows.
- Orchestrated and managed partner relationships with marketing vendors to ensure dependable data tracking.
- Built custom ad-level reporting, encompassing platform and third-party attribution data, to provide extensive insights into KPIs and budget for paid campaigns.
- Cultivated a culture of widespread data literacy, where decisions consistently prioritize data-driven insights.

Ramona High School, Secondary Mathematics Teacher — *Ramona, CA, August 2018 - June 2021*
- Developed and implemented comprehensive lesson plans for differing courses, fostering an engaging and effective learning environment.
- Integrated technology, such as interactive whiteboards and educational software, to enhance lesson delivery and student engagement.
- Conducted all-inclusive analysis of student progress and achievements on a weekly, monthly, and semesterly basis to pinpoint areas for further investigation and improvement.
- Infused empathy into teaching methodologies, fostering a supportive and inclusive classroom environment where students feel understood, valued, and empowered to excel academically and personally.

Oceanside Collegiate Academy, Secondary Mathematics Teacher — *Mt. Pleasant, SC, August 2016 - June 2018*
- Utilized diverse teaching methods and resources to accommodate all learning styles and ensure student comprehension of mathematical concepts.
- Promoted diversity and inclusivity in the classroom by integrating assorted perspectives, cultures, and experiences into lesson plans.
- Collaborated with student success teams and leadership to create, launch, and refine engaging and responsive curriculum.

EDUCATION

General Assembly, Data Science Immersive — *Certificate: December 2023*

The Pennsylvania State University, Bachelor of Science (B.S) Secondary Mathematics Ed. — *State College, PA, Graduated: May 2016*