



# LACHLAN DEER

ECONOMICS • MARKETING • DATA SCIENCE

## // CONTACT

### Email

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### Web

🏠 Homepage  
📄 lachlan-deer  
📄 lachlandeer  
📄 CV Latest

### Citizenship

Australian

## // ABOUT

Data driven economics and quantitative marketing analyst with strong analytical and communication skills developed through extensive research and teaching experience.

## // SKILLS

### Analytics

Structural Econometrics  
Reduced Form Econometrics  
Descriptive Analytics  
Causal Inference  
Predictive Analytics

### Programming

R  
Python  
Git  
Unix  
PyTorch & Tensorflow  
Spark  
SQL

## // EXPERIENCE

**2021 - to date**  
Tilburg, NL

**ASSISTANT PROFESSOR OF MARKETING**  
Tilburg University

- Use deep learning models for text and video data in conjunction with econometric methods to reveal systematic bias in political messages across English and Spanish TV ads.
- Implement machine learning models to predict long range forecasts of box office revenue of movies
- Communicate the results of analyses and modeling through data visualization, presentations and writing.
- Supervise approx. 10 independent researchers per year conducting Master's thesis research.

**2019 - 2021**  
Chicago, US

**POSTDOCTORAL FELLOW IN MARKETING RESEARCH**  
University of Chicago Booth School of Business

- Estimate econometric models to uncover the causal effect of TV advertising on tweets about movies.
- Implement text analysis on large datasets ( $\approx 6$  million tweets) for stance detection and author profiling to estimate network effects of online political dissent.
- Communicate research findings at international scientific meetings and in writing.

**2013 - 2019**  
Zurich, CH

**QUANTITATIVE RESEARCHER IN ECONOMICS**  
University of Zurich

- Estimate demand response to volume and sentiment of tweets in the movie industry.
- Worked with large, unstructured text data ( $\approx 300$  million tweets) to compute sentiment indices and track social media conversation in the movie industry.
- Main developer and co-instructor for 📖 Programming Practices for Economists and work as a maintainer and instructor for 📖 Software Carpentry.
- Coauthor a 📖 web tutorial on reproducible research workflow management targeted at economists and business researchers.
- Communicate research findings at international scientific meetings and in writing.

## // EDUCATION

**2013 - 2019**  
Zurich, CH

**PHD IN ECONOMICS (SUMMA CUM LAUDE)**  
University of Zurich

**2016 - 2017**  
Palo Alto, CA, USA

**VISITING RESEARCHER**  
Stanford Graduate School of Business

**2012 - 2013**  
London, UK

**MSC ECONOMICS W/ DISTINCTION**  
University College London