

LOVELY ANN RANDRUP

DATA SCIENTIST

[LinkedIn](#) | [Github](#) | [Medium](#)

EXPERIENCE

ADOBE DIGITAL ACADEMY— *Data Science Apprentice*

01/2021– 04/2021

- Apprentice with hands-on experience, ongoing feedback, peer support, panel discussions, and access to industry conferences as Adobe Digital Academy Scholar through a Data Science Immersive program.

PROJECTS:

- **5 Type of Flowers Classification**
[Multiclass Image Classification using Tensorflow](#)
Machine Learning model that classifies a flower from a given image. Convolutional Neural Network and used Transfer Learning from ResNet50 then used Colab for model training.
- **Reddit User Analysis**
[Web API and Natural Language Processing](#)
Scrapped two reddit pages using Web API and created an NLP Analysis using NLTK and BeautifulSoup to understand user behavior, culture, and language from the two reddit pages.
- **Recidivism AI Predictor Case Study**
[ML Algorithm and Biased Data Analysis](#)
Case Study inspired by COMPAS AI Recidivism Predictor for Florida criminal defendants. Extensive exploratory data analysis with feature engineering and built a pipeline for multiple Machine Learning models for model scores-biased data analysis.

FREELANCE, San Francisco — *Digital Marketer* **2018 – 2020**

- Collaborated with team members to streamline digital marketing channels including optimizing digital marketing campaigns through A/B testing that boosted the web traffic by over 500%.
- Managed marketing strategies, from brand awareness, to conversion. Ensured integration of digital marketing with offline marketing strategies and coordinated between departments that reduced the ad spend by 67%.

MOTHER JONES, Remote — *Marketing Coordinator* **2017 – 2018**

- Developed and optimized Salesforce CRM platform that resulted in a 76% increase in sales within the first quarter.
- Analyzed operational data that influenced executive business decisions including an integrating automated email marketing that decreased phone and email time.

YELP, San Francisco – *Account Executive* **2015 – 2017**

- Outbound Sales Executive.
- Account Management using Salesforce CRM.

(415) 432-0308

larandrup@gmail.com

SAN FRANCISCO, CA

SKILLS

LANGUAGES|ENVIRONMENTS

Python, SQL, PySpark, Colab, AWS, Big Query, Flask

PACKAGES

Pandas, NumPy, Matplotlib, Plotly, Scikit-learn, Tensorflow, spaCy, SKTime, NLTK, PyPI, BeautifulSoup, Scrapy, Keras, SciPy

DATA VISUALIZATION

Seaborn, Plotly, Tableau, InDesign, Slides, Excel

MODELING

Statistical Modeling, Regression Models, Classification Models, Time Series Analysis, Neural Networks, Image Classification, Natural Language Processing, Markov Chain Monte Carlo

STATISTICS

Statistical Distributions, Bayesian Analysis, A/B Test, Hypothesis Testing, Bayes Theorem, Bayes Inference

EDUCATION

CERTIFICATES

General Assembly 2021

+ Data Science Immersive

Udemy Certificate 2020

+ Social Media Marketing Mastery

Bay Area Video Coalition 2018

+ Digital Marketing

+ Web and Graphic Design 2016

ASSOCIATE DEGREES

City College of San Francisco
2009–2012

+ General Business

+ Liberal Arts

COMPUTER ENGINEERING COURSES

Jose Rizal University 2004–2007

+ C++, Differential Calculus,
Linear Algebra