Lauren Pendo

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Education

Stanford University   **STANFORD, CA**
Master of Science in Computational and Mathematical Engineering, Data Science   *Expected June 2021*
<u>Relevant Coursework:</u> Statistical Learning & Data Mining, NLP with Deep Learning, Causal Inference, Distributed Algorithms, Regression Models, Software Development, Statistical Inference, Convex Optimization, Applied Bayesian
<u>Teaching Assistant:</u> Analytics Accelerator – Project based COVID-19 research course

Davidson College   **DAVIDSON, NC**
Bachelor of Science in Mathematics, Minor in French Cum Laude   *May 2016*
<u>Awards</u>: Meritorious Winner, 2014 *International Mathematical Contest in Modeling*

Projects

Fair Supervised Learning (Microsoft)   *Spring 2020*
- Contributed to Fairlearn, Microsoft's open-source fairness in AI Python package that assesses and mitigates the unfairness of AI systems
- Worked on a small team of students to implement bounded group loss for exponentiated gradient to enhance the fair regression capabilities of the package

Work Experience

Peacock   **NEW YORK, NY**
Machine Learning Engineer Intern, Recommendations   *December 2020 - April 2021*
- Implemented different deep-learning architectures for the Peacock and One-App recommendation engines with the goal of improving a variety of offline performance metrics
- Measured performance different recommender system architectures in driving engagement and promoting diverse and new content through both A/B tests and offline evaluation

Spotify   **NEW YORK, NY**
Data Science Intern, Content   *June 2020 - August 2020*
- Collaborated with music stakeholders to build a product to help Spotify own the narrative around notable streaming records
- Built email notification system in Python to automatically detect and notify stakeholders of chart-topping and record-breaking events on platform
- Predicted whether an artist would surpass one billion streams on platform in the next month using historical streaming data and integrated the model output with the records email system

Roku Inc.   **NEW YORK, NY**
Senior Data Analyst, Data Science   *December 2018 - July 2019*
- Analyzed performance of on-device advertising and channel growth, focusing on optimization, attribution and measurement of Roku's endemic advertising business
- Enabled the launch of Cost per Acquisition Campaigns by building tools to provide campaign impression and acquisition estimates for varying machine learning models based on historical campaign performance
- Designed, executed and measured A/B tests within *The Roku Channel* to measure the return on investment of content on ad-revenue and long-term user engagement
- Provided in depth channel analytics to key stakeholders to better understand retention, churn and engagement of strategic partners

Audience Development Data Analyst, Data Science   *June 2016 - November 2018*
- Primary analytics support for Audience Development team with a focus on advertising effectiveness and engagement metrics for entertainment partners on Roku
- Developed and automated reporting using SQL and Tableau to aggregate and analyze user and platform level behavior and advertising performance
- Performed A/B testing to measure effectiveness of different ad units and targeting in increasing engagement

Skills

- Proficient in Python, R, SQL, C++, PyTorch, TensorFlow, Hive, Linux, Tableau; Experience in Spark, Airflow