

# Lori Bordzuk, Data Scientist

San Francisco, CA

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## SKILLS

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**Tools:** Python, SQL, MongoDB, Spark, Scrum, AWS, Git, Docker, Tableau  
**Analysis:** A/B Testing, Frequentist and Bayesian Statistics, ROC and Profit Curves  
**Machine Learning:** KNN, Regression, Decision Trees, Time-Series Analysis, NLP, Neural Networks

## EXPERIENCE

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**Data Science** / San Francisco, CA

**Jan 2019 - April 2019**

Galvanize Data Science Immersive Program

- **Diabetes Rate Change Predictor:** Predicted change in diabetes rates across all U.S. counties; model improved simple model by 8.6%. Methodologies include linear modeling and ensemble methods.
- **Sale Price Predictor:** Built a statistical model to predict sale price of equipment at auction based on usage, equipment type, and configuration. Methodologies include regression and feature engineering.
- **Customer Churn Predictor:** Built a statistical model to predict customer churn for a ride-sharing company with above 0.77 ROC score. Methodologies include logistic regression and random forests.
- **Movie Recommender:** Predicted customer movie preferences based on user ratings.

**Product Marketing Sr. Manager / Product Development** / San Francisco, CA

**Nov 2016 - Jan 2019**

RhythmOne

- Launched new nationally distributed product with \$1M revenue goal by translating market research into product packaging, marketing collateral, and extensive product FAQs, and training sales teams.
- Expanded product portfolio by aligning cross-functional leads on strategic direction of new initiatives and facilitating beta tests; resulted in 10+ new partner integrations in a year.
- Analyzed quantitative and qualitative data related to our video advertisement offering; presented business review insights and growth recommendations to C-level execs and at company offsite.
- Created effective and engaging communication materials to summarize projects for executives, facilitate team conversations, and translate product benefits to potential clients.

**Operations Project Manager** / San Francisco, CA

**Mar 2016 - Nov 2016**

RhythmOne (*formerly RadiumOne*)

- Spearheaded and created all content for a 2-session event around Myers Briggs for entire operations team to improve internal empathy and communication.
- Piloted internal 'Team Development Committee' to provide skill development and industry learning opportunities to team members, including sessions on advanced excel and tableau.

**Optimization Analyst** / San Francisco, CA

**Jan 2015 - Mar 2016**

RhythmOne (*formerly RadiumOne*)

- Optimized hundreds of advertising budgets by analyzing campaign data to improve strategies and business decisions, balancing brand advertising goals with internal margin goals.
- Empowered team to more easily analyse relevant data and better optimize \$100 million+ of client revenue by building a template that automated data manipulations and visually highlighted key data.

**Sales Marketing and Strategy Execution** / San Francisco, CA

**Sept 2013 - Oct 2014**

ServiceSource

**Marketing Analyst, Operations Manager, Systems Design** / San Francisco, CA

**Jan 2009 - Sept 2013**

Coveroo

## EDUCATION

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**Galvanize Inc** / San Francisco, CA

**April 2019**

Data Science Immersive

**Skidmore College** / Saratoga Springs, NY

BA, Mathematics, Studio Art Minor