

Lesley Robinson

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Education

University of Salford

MSc Data Science

Manchester, UK

Expected graduation October 2020

- Received the University of Salford Computer Science and Engineering Excellence Scholarship
- Obtained a distinction in all courses with a 92.75% overall grade average
- Courses completed include:
 - **Applied Statistics and Data Mining** - learned and practiced developing machine learning models, including supervised and unsupervised learning methods, using real-world datasets
 - **Principles of Data Science** - deepened knowledge of the underlying statistics principles of data science; created visualisations and interactive dashboards using Tableau
 - **Big Data Tools & Techniques** - processed large amounts of data in the Hadoop ecosystem using tools like Apache Spark, Sqoop, Hive, Impala, and Databricks
 - **Advanced Databases** – gained in-depth knowledge of Microsoft SQL Server by creating comprehensive databases and querying these using T-SQL (including advanced querying methods like user-defined functions, triggers, sub-queries, and stored procedures)

Dalhousie University

BComm International Business and Finance

Halifax, NS, Canada

2006-2010

- Graduated with the highest-grade average in international business major (86.5%)
- Received the Commerce Alumni Association Award in International Business 2010
- Received the Northstar Trade Finance Undergraduate Fellowship Award in International Business 2009/2010

Recent Experience

Irwin Mitchell

Law Firm

Data Scientist (Intern)

Manchester, UK

July 2020 – October 2020

- Creating a digital attribution model that will accurately attribute a percentage of sales to each step in the complex customer journey using the Shapley Value and Markov Chain Model methods
- Using the models to find which current marketing methods and keywords are not performing and where the marketing budget should be allocated instead
- Forecasting the ROI of marketing keywords and potential income generated using machine learning
- Cleaning, manipulating and analysing millions of rows of marketing and customer data
- Designing a dashboard using Tableau to relay insights to non-technical teams

In Touch

Online Professional Careers & Education Platform

Senior Marketing Executive

Manchester, UK

Sep 2017 – Nov 2019

- Started as a Marketing Executive and was promoted to Senior Marketing Executive within 10 months
- Tested campaigns and drew insights from user data in Google Analytics to recommend marketing strategies to senior management resulting in the company adopting a completely new marketing style
- Developed an omni-channel marketing strategy based on test data to improve customer experience and increase new user signups resulting in £350,000 in revenue over 12 months

- Segmented user data to run marketing campaigns based on customer interests that resulted in sales of additional products such as event tickets
- Implemented processes to trace where online revenue originated using Excel to understand where to focus marketing efforts to have the greatest return on investment

Digital Marketing Summit Asia
Digital-Focused Online Events
Digital Summits and Events Manager

International/Remote
 Dec 2016 – Jun 2017

- Organized Digital Marketing Summit Asia 2017 (dmsummit.asia) and marketed the event online resulting in over 20,000 people signing up which generated over \$40,000 USD in revenue
- Headed Digital Agency Summit (digitalagencysummit.com) which had over 3000 people sign up and hit revenue target of more than \$15,000 USD
- Created email automation and marketing funnels to promote events and sell upgraded passes to registrants
- Built websites and created online content, press releases and blogs for each summit
- Acquired sponsorship from global companies such as WorkBook and Infusionsoft which resulted in a 15% increase in revenue

Skills & Technologies

Machine Learning	Languages	Software
Clustering	Python	SQL Server
Decision Trees	R	Power BI
Artificial Neural Networks	SQL	Tableau
Association Rules Mining (apriori)		Hadoop (Spark, Hive, Impala)
Linear Regression		SAS
KNN		PostgreSQL

Projects

In Touch Market Basket Analysis and Recommender System

- Cleaned two-years' worth of real customer data using Excel and R to prepare the data for analysis
- Performed market basket analysis (applying the apriori algorithm) using R to find which products are most often sold together
- Created a table of recommended products to be pitched to new and current customers
- Developed a recommender system using SAS that would find the next product most likely to be purchased by a specific existing customer

Other projects include:

- **Predicting Partnership Status** – used a survey dataset on how people met their partner and created a classification model using R to determine the relationship status; the model had a 76% accuracy rate when tested with new data
- **Sentiment Analysis of Hotel Reviews** – performed text mining on a sample of hotel reviews using the tm package in R and creating word clouds; a corpus of the reviews was created and compared to lexicons which determined the overall percentage of positive and negative reviews
- **Greater Manchester Crime Reporting Analysis** – used real crime and population statistics for Greater Manchester to create a SQL Server database; analysed the data using T-SQL to find the highest and lowest crime areas based on crimes per 100,000 people and created visualisations using Excel; used geospatial data to plot the crimes on a map with QGIS