LINDSEY **CARLSON**

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LinkedIn | Portfolio | GitHub

SUMMARY

Data Analyst with 10+ years of professional experience in business operations and technical talent strategy. Now leveraging a new specialization in machine learning and data science, backed by an MS in Data Science (in progress) and a UT Austin AI/ML certificate. Combines a proven background in stakeholder management and ROI analysis with technical skills in Python, SQL, and predictive modeling to solve complex business problems.

EDUCATION

MS, Data Science | University of Virginia | (Expected 2027)

- *Relevant Coursework: Machine Learning, Natural Language Processing, Text Analytics, Deep Learning.*

Post Graduate Certificate, Artificial Intelligence & Machine Learning | University of Texas at Austin

- *Comprehensive program covering EDA, Python, Machine Learning, Neural Networks, Computer Vision, and GenAI.*

Full Stack Web Development Certificate | University of Texas at Austin
MA, Music History & Literature | University of Maryland, College Park
BM, Music Performance | University of Alabama, Tuscaloosa

TECHNICAL SKILLS

Programming Languages: Python, R, SQL
Data Science & Machine Learning: Pandas, NumPy, Scikit-learn, EDA, Statistical Analysis, Data Visualization, Data Cleaning
Tools & Platforms: Google Colab, Jupyter Notebook, VS Code, GitHub

PROJECTS

Stock News Sentiment & Summarization |UT Austin Post Graduate Program in AI and Machine Learning

- Developed an AI-driven system for a (hypothetical) investment startup to analyze daily stock news and its impact on stock prices.
- Built a sentiment classifier by generating embeddings with a SentenceTransformer (all-MiniLM-L6-v2) and training a Random Forest model. Separately, used Llama-2 to generate weekly news summaries.
- The sentiment model achieved 68% accuracy and a 0.67 weighted F1-score on the test set, effectively distinguishing between positive, neutral, and negative news articles.
- This system empowers financial analysts with actionable insights by providing real-time sentiment data for daily trades and automated weekly summaries of key market-moving events, leading to more informed investment decisions.

Bank Customer Churn Prediction |UT Austin Post Graduate Program in AI and Machine Learning

- Developed a deep neural network classifier to predict the likelihood of a bank customer "churning" (leaving the bank) within the next six months.
- Built, trained, and evaluated multiple neural network architectures in Keras (TensorFlow), experimenting with different optimizers (SGD vs. Adam) and regularization (Dropout).
- The final model, optimized with Adam, generalized effectively to unseen data, achieving 86% accuracy and a weighted-average recall of 85% on the test set.
- This model provides a direct tool for the bank to proactively identify at-risk customers (e.g., those in Germany, aged 40-50) and target them with retention campaigns, helping to reduce churn and protect revenue.

Personal Loan Campaign | UT Austin Post Graduate Program in AI and Machine Learning

- Developed a predictive model to identify which existing bank customers were most likely to accept a personal loan offer from a marketing campaign.
- Built and optimized a Decision Tree Classifier, using post-pruning to improve generalization and prevent overfitting on new customer data.
- Achieved 98.5% accuracy on the unseen test set and, more importantly, 91.3% recall, allowing the model to correctly identify over 9 out of 10 potential loan acceptors.
- Created a targeted marketing tool that would hypothetically allow the bank to drastically reduce campaign costs by focusing efforts only on high-probability customers, significantly increasing the campaign's conversion rate and overall ROI.

Food Aggregator App | UT Austin Post Graduate Program in AI and Machine Learning

- Conducted an exploratory data analysis on over 1,800 orders to identify the most important factors influencing low customer ratings.
- Used statistical (univariate and bivariate) analysis to correlate operational data, such as preparation time and delivery time, with customer-provided ratings.
- Discovered a strong negative correlation, finding that orders taking longer than 25 minutes for either food preparation or delivery were significantly more likely to receive low ratings.
- Recommended that the business implement a new 25-minute target for both preparation and delivery and create a restaurant incentive program to meet this goal, directly addressing the primary cause of poor customer experience.

Relevant Experience

Generative AI Teacher (Contract) | Outlier | February 2024 – current

- Evaluated and provided human feedback for advanced Generative AI LLMs for personal and business use cases
- Wrote and expertly responded to prompts on a broad variety of topics, from pop culture to science, with a focus on factuality, data quality, and analytics

Project Specialist, Global Talent Acquisition Operations | Avanade | March 2023 – July 2023

- Conducted ROI analysis for ZoomInfo by gathering feedback and analyzing financial information and usage data; shared findings with TA leadership to improve ROI.
- Assisted in the redesign of the Talent Acquisition tools' ServiceNow Ticketing system, facilitating focus groups and analyzing global user feedback to create new IT scenarios.
- Recognized with the Operational Excellence award in May 2023 for outstanding contributions across multiple Global TA Ops team projects.

Additional Professional Experience

Technical Recruiter & Team Lead | Multiple Companies (Wilson, Facebook, Avanade, VMware) | 2012 – 2025

- 10+ years of experience in full-cycle technical recruiting, talent strategy, and stakeholder management for Fortune 500 and tech clients.
- Sourced and hired for highly technical roles including Application Security Engineers, Software Engineers, and global corporate teams.
- Recognized for performance (Rookie of the Year runner-up) and leadership (trained and onboarded 15 new recruiters).