

# Louis Cialdella

Senior Data Scientist

## CONTACT

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## EXPERIENCE

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- **Facebook** New York, NY  
*Senior Data Scientist, Ads Ecosystems* *July 2020 - Present*
  - **Metric definition and methodologies for ads strategy:** Use a combination of internal and vendor traffic data to build metrics and perform experimental/observational analysis of multiplatform advertising; highlight long-term investment opportunities and competitive threats to ads exec team
  - **Estimate the impact of exogenous events with causal inference:** Quantify the effect of regulatory actions, product launches, and other events on Facebook's strategic position using econometric methods
- **ZipRecruiter** Los Angeles, CA  
*Data Scientist; Senior Data Scientist* *March 2016 - Present*
  - **Experimental design and analysis for product optimization:** Designed experiments and analyzed results of product A/B tests, including leading the implementation of methodology for power and effect size analysis for more transparent and actionable results.
  - **Causal Inference and Targeted Treatments:** Evaluated the effect of marketing decisions and sales actions using both observational analysis and experimental methods in order to provide targeted products and prioritize sales targets
  - **Analytics leadership:** Mentored colleagues in data analysis skills, advised on methodology used by the department, evaluated external tools and built internal tools for predictive and causal modeling.
  - **Automated fraud detection:** Designed and implemented machine learning system for fraud detection, decreasing instances of fraudulent job posting by 66%
- **General Assembly** Los Angeles, CA  
*Data Science Instructor* *October 2016 - December 2016*
  - **Introduction to Data Science:** Instructed students in the use of Python, the ideas behind statistical methods, and the design and evaluation of machine learning systems.
- **JP Morgan Chase and Co** New York, NY  
*Associate, Python Analytics Developer* *March 2014 - March 2016*
  - **Big data credit risk analytics:** Built distributed data processing pipelines for firm's internal credit risk analytics platform in Python.
  - **Scalability engineering:** Scaled up daily pricing and analysis from 100K to 3 million instruments per day.
  - **Robust system design:** Designed unit testing framework for project's event-driven batch scheduler
- **Rukkus.com** New York, NY  
*Data Science Consultant* *March 2015 - March 2016*
  - **Ticket value model:** Developed machine learning algorithm for identifying high-value concert tickets using data from many vendors.
  - **Recommender system:** Designed a recommender system for musicians using a vector space model built from genre keyword data.
  - **Data processing pipeline:** Implemented data cleaning pipeline performing record linkage using fuzzy string matching.

## EDUCATION

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- **Columbia University** New York, NY  
*BS, Computer Science, specialization in Machine Learning* *May 2013*

## OPEN SOURCE PROJECTS

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- **Blog - [lmc2179.github.io](https://lmc2179.github.io):** Regular short-form articles about my favorite data science topics.
- **bayesian\_bootstrap:** Fast, easy to use bayesian bootstrapping of moments, as well as arbitrary statistics and regression models. Available on PyPI.