Melanie Tosik

✉ melanie.tosik@gmail.com ▪ ☎ (980) 585-5247 ▪ ⌂ www.melanietosik.com ▪ ⌂ melanietosik ▪ New York, NY

EXPERIENCE

Data Scientist   06/2019 – present
BuzzFeed (New York, NY)

- As apps team lead, led metric and KPI design, launched and resolved numerous A/B tests to improve user engagement, retention, and monetization, and created dashboards and persistent data views to identify product opportunities
- Implemented a new infrastructure to power app feed algorithms in the BF iOS app by leveraging real-time BigQuery data, improved client event tracking, and a new API orchestration layer (15% increase in feed CTR; 7% increase in sessions per user)
- Developed a contextual multi-arm bandit model to personalize BF app feeds based on users' content consumption preferences, including a framework for unbiased offline evaluation of candidate algorithms
- During my internship in 2018, created a suite of NLP-based tools to strategically publish content to BF Facebook pages, serving 20M+ fans and saving many hours of manual curation

Data Science Consultant   07/2017 – 12/2017
Underdog.io (New York, NY)

- Automated an internal pipeline to extract raw text and layout features from resumes in various file formats
- Implemented a supervised classification algorithm to scale and improve candidate-company matching

Research Engineer – NLP   10/2015 – 06/2017
WayBlazer (Austin, TX)

- Adapted a Neo4j graph database (based on ConceptNet 5) to power personalized travel recommendations
- Developed a natural language search tool to classify trip types and extract entities and relations mapping into the ontology
- Enriched destination recommendations by deriving users' personality insights and intent based on linked social media profiles
- Integrated internal APIs with airline and hotel inventory to increase direct bookings, drive social shares, build customer trust, and increase brand loyalty

Research Intern   06/2014 – 08/2014
Textkernel (Amsterdam, The Netherlands)

- Explored new methods of improving resume parsing for multi-lingual documents
- Implemented a probabilistic sequence labeling model that integrates word embeddings as features
- Results were published at NAACL-HTL 2015, in our paper titled "Word Embeddings vs Word Types for Sequence Labeling: the Curious Case of CV Parsing"

EDUCATION

MS, Computer Science   09/2017 – 05/2019
New York University (Courant Institute of Mathematical Sciences), New York, NY

- Graduate Teaching Assistant for "Predictive Analytics" and "Big Data Science" courses taught by Dr. Anasse Bari
- GPA: 3.5/4.0

BS, Computational Linguistics   10/2011 – 09/2015
University of Potsdam, Potsdam, Germany

SKILLS

Programming	Python, SQL, R, Java, C, C++, CSS, HTML
Software libraries	PyTorch, Pandas, NumPy, SciPy, spaCy
Reporting tools	Jupyter Notebook, Mode, Looker, Excel, Data Studio
Miscellaneous	Git, LaTeX, Flask, Apache Airflow
Languages	German (native), English (fluent), French (working knowledge)