

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 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 that map to 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

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