

# Frederick (Freddie) Lancia (He/Him)

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## Summary

A Data Scientist Lead driven by positive sustainable impact.

## Experience



**DATA ANALYST+AMAZON INFLUENCER MARKETING MANAGER** SEATTLE, USA, JANUARY 2024 - PRESENT

Market research and advertising/marketing campaign optimization for successful Instagram Amazon influencers.

**WEB DEVELOPER AT COLORED GLASSES**

HAMBURG, GERMANY, JANUARY 2024 - PRESENT

Backend maintenance of a website for a German NGO that educates children about discrimination.

**CAREER BREAK**

BERLIN, GERMANY, SEPTEMBER - DECEMBER 2023

Personal ML Projects + German Language Learning

**LEAD DATA SCIENTIST AT XYLO SYSTEMS**

SYDNEY, AUSTRALIA, OCTOBER 2022 - AUGUST 2023

As a team of 3, we built an AI powered platform for modeling businesses' biodiversity impacts.

My greatest achievement was building the data pipeline. Data from a range of sources and formats was merged to seamless front end data visualization.

Managed and designed the product with a focus on our data vision.

Built individualized statistical environmental reports for clients.

Wrote our data ethics policy.

Conducted interviews for The Nature Positive Network Podcast.

**MACHINE LEARNING DATA SCIENTIST AT HUNOME**

HELSINKI, FINLAND, AUGUST 2021 - OCTOBER 2022

I lead and defined data and product strategies. Wrote a Data Ethics Policy. Wrote and presented our Data Value for Investors.

Wrote articles about data potential of the product.

Used innovative data science techniques to gain valuable insights from complex datastructures.

**LEAD DATA SCIENTIST AT GREEN CLOUD NINE**

INNSBRUCK, AUSTRIA, JUNE 2022 - OCTOBER 2022

Built and lead data strategy and team from the ground up. This included conducting interviews, hiring, managing, defining targets, and working with the data science team to meet our goals.

**FREELANCE DATA ANALYST**

I implemented, tracked, and drew conclusions from Amplitude events for both sites and apps, built dashboards, visualizations, power points, and spreadsheets, hosted meetings, outlined project plans, KPIs, journeys, and taxonomies, ran A/B tests, developed personalized optimization algorithms, and wrote Medium articles.

**PERMUTABLE**

COPENHAGEN, DENMARK, FEBRUARY - DECEMBER 2021

Lead data analytics, experimentation, and machine learning with small team of experts for rapidly growing sustainability-minded start-ups as well as some of our own projects.

**CLIMAIDER**

COPENHAGEN, DENMARK, FEBRUARY 2021- OCTOBER 2022

Drew and presented statistical insights and made statistically significant, data-driven improvements to their app and site.

Used machine learning to improve the accuracy of their carbon calculator, created universal metrics for assessing and predicting Climaiders complex app performance.

## PINE NUTS

LONDON, UK, DECEMBER 2021 - OCTOBER 2022

Leading analytics and A/B testing for multiple news apps.

## ALIENS

SINGAPORE, SINGAPORE, AUGUST - DECEMBER 2021

Similarly lead analytics for cross platform Crypto news apps.

## THE DESIGN TWINS

SEATTLE, WA JUNE - AUGUST 2021

Ahrefs SEO and error analysis. Amplitude event implementation, tracking, and analysis.

## LEARNED TECHNOLOGIES AND HARD SKILLS

Agile, Ahrefs, Amplitude, ArcGIS, Azure, Cypher, D3, Data Bricks, DevOps, Docker, GIS, Google Analytics, Google Tag Manager, HTML, JavaScript, Jupyter Notebooks, Kubernetes, Matlab, Neo4j, NLP, Pandas, Pinecone, Power BI, Python, Pytorch, R, Segment, sklearn, SQL, Tableau, TensorFlow, Webflow, web scraping

## Education

University of Washington Bachelor's – Double Major Math and Philosophy

SEATTLE, WA SEPT 2017-2021

Aarhus University – Visiting scholar

AARHUS, DENMARK, 2019-2020

Included Courses in Javascript, data structures, algorithms, Machine learning in Python, Philosophy of Logic, and environmental science:

- Machine Learning in Python: mastered when and how to apply different methods of regression, classification, recommender systems, and deep learning, gaining proficiency in Python, Pandas, and NumPy
- 3 Java-based CS Courses: high-level data structures, algorithms, and APIs
- 6 Probability and Stochastic Processes Courses: advanced knowledge of probability theory, Markov chains, martingales, queuing theory, Black-Scholes, and Brownian Motion
- Philosophy of Cognitive Science; Building a Sustainable Society

Having studied such a broad range of material, I mastered applying knowledge from one context, e.g., a proof-based philosophy course, to another, e.g., arguing why the data structure I used for a coding project is the most effective. I will smoothly and effectively apply my academic training to the context of this position.

## Other Leadership Experience

FOUNDER AND HOST OF THE POST DEFINITIONS PODCAST

DECEMBER 2022 - PRESENT

I travel the world and speak with new and old friends. We explore how the conceptual boxes we put ourselves and others into affect our lives.

Audience Captivation and Platform building, Video Editing and Post Production, Interviewing/Information Extraction

AUTHOR OF THE POST DEFINITIONS NEWSLETTER

JULY 2024 - PRESENT

Sharing personal anecdotes on philosophy and psychology.

DUAL INTERNSHIP @ STELLA CAPITAL HEDGE FUND & WITTER COINS SAN FRANCISCO, CA, SUMMER 2019

Managed business construction project, assessed progress, enforced deadlines, and presented to investors.

Planned the layout of the first physical location of online retail business.

PHILANTHROPY CHAIR AT PHI KAPPA PSI FRATERNITY

SEATTLE, WA, JAN 2018 - JAN 2019

Organized 1800 community service hours and a week-long event that raised \$5000 for Special Olympics WA.

HEALTH AND WELLNESS CHAIR AT PHI KAPPA PSI FRATERNITY

SEATTLE, WA, JAN - JUN 2019

Drove real change and the actualization of goals by uniquely curating physical and mental health improvement plans for individuals, writing daily mental health messages, and leading daily meditation/yoga and monthly meetings.

ENGLISH TEACHER

VERAZZE AND CASTEL DEL PIANO, ITALY, SUMMER 2018

Through the language barrier, I fostered strong relationships with the children and my fellow leaders, developed countless creative ways of teaching through games and songs, and coached the 6-and-7-year-olds to win the soccer championship against the 9-and-10-year-olds!