Frederick (Freddie) Lancia (He/Him)

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Summary

A Data Scientist Lead driven by positive sustainable impact.

Data 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 Climaider's 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!