MICHAEL J. SALCEDA

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EXPERIENCE

Publicis Sapient (formerly Sapient Consulting | Public Sector) Arlington, VA

Senior Associate Technology L1 Apr. 2020 - Present

Associate Technology L2 Oct. 2018 – Mar. 2020

Associate Technology L1 June 2017 – Oct. 2018

- Advise clients and implement data engineering and machine learning solutions to address clients' need; major project accomplishments include the following:
  - Created and deployed natural language processing (NLP) machine learning models with Microsoft Azure Machine Learning Studio to increase processing capacity and throughput for a government client – achieved a 97% accuracy and 73% F1
  - Created and deployed machine learning models with Google Cloud Platform for customer lifetime value, churn, and product propensity to achieve more sophisticated targeting and increase marketing spend efficiency for a large fast-food client
  - Implemented new ingestion pipelines to onboard Google DoubleClick Manager and Adobe files into a major tech company's on-premise data warehouse using Python and Hive
  - Decreased time of a major tech company's customer analysis and channel activation through developing new ETL pipelines to create various tables for tracking the consumer experience journey across multiple media channels with Scala, Apache Kudu, and Impala
  - Developed and deployed a machine learning application with Google Cloud Platform to automate the onboarding of new products for a retail client's item management application – achieved an average 85% accuracy and an average workforce time savings of 737.4 hours per fiscal year

State Farm Research & Development Center Champaign, IL

Systems Intern May 2016 – Aug. 2016

- Worked in a cross-functional team and gained exposure on how to work with other disciplines
- Implemented convolutional neural networks (CNNs) for classifying 2D images and 3D point clouds with Python
- Obtained a 96.9% classification accuracy by employing separate 2D and 3D CNN models and ensembling them together
- Increased data collection efficiency by designing a simple user interface with a third-party API

Systems Intern May 2014 – Aug. 2014

- Improved classification accuracy of random forest machine learning algorithm to 97.79% by implementing a parameter grid search using Python
- Achieved a 99.67% classification accuracy by ensembling various machine learning algorithms (random forest, support vector machines, AdaBoost, logistic regression)

EDUCATION

George Washington University Anticipated graduation date: May 2023

Master of Science in Data Analytics

University of Illinois at Urbana-Champaign May 2017

Bachelor of Science in Computer Engineering

LICENSES & CERTIFICATIONS

Google Cloud Certified Professional Data Engineer Mar. 2019

SKILLS

Computer Languages: Python, C, C++, Java