

# Madeline Vossbrinck

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## PROFESSIONAL EXPERIENCE

### Personal Sabbatical

Connecticut | May 2025 – Present

- Taking planned time away from the workforce to care for young twins and manage a major household relocation

### Data Scientist | Omnicom Media Group

New York, NY | Jul. 2021 – Apr. 2025

- Built and evaluated **20+ revenue generating machine learning audience segment models** by adapting existing **Python library** for small sample sizes, providing clients additional targeting dimensions for improving cost per acquisition
- Developed and implemented predictive machine learning models in Python using **250M+ rows** of credit card data to score propensity to purchase within product vertical, providing key data for a pitch to a **\$45B+ company**
- Identified missing credit card data in brand analysis for pitch to **\$7B+ company**, integrated third-party data source, and developed balanced weights using **SQL and Python** to ensure analytical accuracy
- Utilized **internal AI tool** to design and implement an automation framework in Python for machine learning model creation, reducing workflow duration from **one week to two hours**
- Managed quarterly scoring of 20+ audience segments (**500M+ rows** of data) using **SQL and Redshift**, available to clients that account for **25% of total US media buying**
- Designed **Tableau** template that identified and highlighted the **10 highest-value insights** for each audience segment, streamlined quarterly marketing materials (**8+ hours saved**), and received positive feedback from Product Director about improving client engagement
- Automated data transformation of **300+ Excel documents** in Python for key dashboard, saving **20+ hours** of manual work per client vertical

### Business Intelligence Analyst | The Trade Desk

New York, NY | Oct. 2017 – Dec. 2020

- Developed and managed feedback for **Tableau** dashboards for client services team (**150+ employees**) that drilled down on customer spend, campaign pacing, and feature usage to enable better monitoring of client health
- Collaborated with the Client Operations Director to build a Tableau dashboard to track **40+ features** and presented progress to North America VP of Client Services on a weekly basis
- Built and optimized **SQL** queries to link **15+ data sources**, many with **1M+ rows**
- Delivered **200+ ad hoc data requests**, often with tight timelines and ambiguous requirements, while maintaining all planned project deadlines

### Data Analyst | Montefiore Medical Center

Brooklyn, NY | Jul. 2014 – Oct. 2017

- Contributed to cohort studies published in peer-reviewed journals analyzing health outcomes of 9/11 first responders, providing critical evidence that supported federal healthcare funding legislation for NYC firefighters and EMTs
- Designed data warehouse tables and managed external contractor relationships to ensure accurate implementation, and performed comprehensive quality assurance in **SAS and SQL** to enable more accurate data queries and faster federal reporting

## SKILLS

**Programming:** Python, SQL, R

**Machine Learning Skills and Tools:** Regression, Classification, NLP, Pandas, NumPy, Scikit-learn, NLTK, SciPy, statsmodels

**Infrastructure and Tools:** Postgres, Redshift, Data Warehousing, Git, Tableau, Matplotlib, Seaborn, Jupyter, VS Code

## EDUCATION

- **Metis** – Data Science Bootcamp, 2021
- **Harvard Business School Online** – Certificate in Management Essentials, 2020
- **Columbia University Mailman School of Public Health** – MS Biostatistics, 2014
- **Skidmore College** – BA Mathematics & BA International Affairs, 2011