**KRISTEN SU**

***Data Scientist***

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# [BRAND STATEMENT]

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# EXPERIENCE

**General Assembly,** *New York, NY***Oct 2016 – Present**

***Data Science Immersive***

* Build, implement, and evaluate data science problems using appropriate machine learning models and algorithms
* Identify big data problems and use distributed systems and parallel computing technologies to solve challenges
* Apply question, modeling, and validation problem-solving processes to datasets from various industries in order to provide insight into real-world problems and solutions
* Capstone:

**MediaMath,** *New York, NY***Jan 2015 – Aug 2015**

***Marketing Engineer***

* **Program**: Selected as part of exclusive 10-person cohort to develop expertise in the TerminalOne (T1) SaaS DSP platform and to gain exposure to multiple roles and departments within MediaMath and its partner companies
* **Platform Solutions**: Spearhead special project for top tier client to create scalable automated reporting solution across the organization; set-up and optimize to client’s custom KPIs for campaigns comprised of over 1,500 strategies
* **Campaign Management**:Plan, execute and optimize RTB display advertising campaigns for top clients; all campaigns exceeded client goals

**Posh Spa & Nails,** *Westport, CT***May 2012 – Dec 2014**

***Executive Operations Manager***

* **Business Expansion**: Performed due diligence and assisted in lease negotiations for two new spa locations; led the municipal permitting processes and spa opening in coordination with the design, architecture and construction teams
* **Business Acquisition**: Conducted financial analysis and provided a fair market valuation that led to the successful buy-out of the lease assets of an existing business
* **Operations Analysis**:Created benchmarks to measure revenue and productivity growth; implemented customer acquisition/retention campaigns including two new loyalty programs
* **Digital Marketing**:Managed TV, print, social media, e-mail and search-engine marketing campaigns

**Wells Fargo Securities,** *Charlotte, NC***Jun 2011 – Sep 2012**

***Investment Banking Analyst – Technology, Media & Telecom Group***

* **Financial Modeling and Analysis**: Modeled mergers and acquisitions, equity and financing transactions; performed valuation analyses in the broadcasting, diversified media, business services and transaction processing industries
* **Presentation Materials**:Prepared strategic advisory presentations and transaction documentation including road show presentations, offering memoranda and due diligence in coordination with product groups

# EDUCATION

# University of Pennsylvania – College of Arts and Sciences, *Philadelphia, PA* Bachelor of Arts 2010

*Bachelor of Arts in Philosophy, Politics and Economics (PPE)*

## SKILLS & INTERESTS

* Python, SQL, Github, Tableau, AWS, Excel, Powerpoint
* Machine learning, data mining, web scraping, visualization, statistical analysis
* Executive Committee for Raise-the-Rim Charity Basketball Tournament 2015 & 2016
* Touch football league captain