

# Veronica Ikeshoji-Orlati, PhD

Data Scientist with a passion for discovering the humans behind the numbers. 12+ years telling stories through writing; 12+ years teaching and presenting complex narratives to diverse audiences; 7+ years performing nuanced, quantitative and qualitative big data analytics; 5+ years managing teams and optimizing collaborative processes.

Nashville TN Metropolitan Area  
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## TECHNICAL TRAINING

Nashville Software School, Nashville TN — *Data Science Apprentice*  
2020 — 2021

Independent projects include:

- [Looking for Signal. Listening for Noise: Using a Convolutional Neural Network to Identify Musical Instruments in 4th c. BCE Apulian Vases](#) (Python, May 2021)
- [Forces of Gentrification: Nashville, 2000-2010](#) (R, January 2021)

Collaborative (3-4 person team) projects include:

- [Affordable Housing Loss Prediction Model](#) (Team Lead, Python)
- [Truck Derate Prediction Model](#) (Developer, Python)
- [Permeability Modelling Kaggle Competition](#) (Developer, Python)
- [Healthcare Provider Communities of Nashville](#) (Team Lead, Python)
- [People3 Workforce Diversity App Prototype](#) (Developer, R)
- [COVID-19 Cluster Analysis](#) (Team Lead, Python)
- [TN Earthquake Impact Analysis](#) (Developer, Python)
- [ACCRC Server / Cluster Optimization Analysis](#) (Developer, Python)

Scholars' Lab, University of Virginia, Charlottesville VA — *Praxis Fellow & Digital Humanities Fellow*  
2013 — 2016

As a Digital Humanities Fellow (2015-2016):

- Systematically coded qualitative observations and built a MySQL relational database to enable my dissertation research

As a Praxis Fellow (2013-2014):

- Collaboratively designed and built a Wordpress theme for the [Ivanhoe Game](#), a pedagogical role-playing experience (Developer, PHP and SQL)
- Learned the fundamentals of data architecture, object-oriented programming, and collaborative web development (e.g. agile, GitHub)

## EXPERIENCE

Eventbrite, Nashville TN — *Senior Product & Insights Analyst*  
2019 — Present

Key data projects include:

- Developing a performance measurement framework to align Commerce and Money Systems product development metrics to company strategy (May 2021)
- Co-creating and iterating over the company metrics framework to enable product development teams and executive staff to quantify progress toward business objectives (June 2020; March 2021)
- Establishing tracking, modelling risk thresholds, and building a Tableau dashboard to monitor the relaunch of a business-differentiating, customer-facing financial instrument (February 2021)
- Designing and executing an iterative, 6-month quantitative research program to assess the potential market for a new marketing tool suite, leading to the company's acquisition of a startup (November 2020)
- Investigating company refunds data to propose a re-architecture of financial data for more agile internal analytics and customer reporting (August 2020)

## SKILLS HIGHLIGHTS

### Methods

**Statistical** approaches such as hypothesis (e.g. A/B) testing, causal inference, PCA; **machine learning** methods including linear and logistic regression, decision trees, neural networks, ensemble models; **quantitative and mixed-methods research**

### Languages & Tools

**SQL** (Presto, Postgresql, MySQL), **Python** (including pandas, numpy, scikit-learn, statsmodels, keras / tensorflow, matplotlib, seaborn), **R** (including tidyverse, ggplot, plotly, shiny), Neo4j, Jupyter Notebooks, SPARQL, Tableau, Google Analytics, Amplitude

### Processes

IC Agile Professional certification, GitHub, Jira, Trello, and Retrium

## SELECTED GRANTS, AWARDS, & HONORS

Eventbrite Data Strategy Award (2020)

\$10K CLIR/DLF grant to host a [colloquium](#) and co-edit a [volume](#) on the creation and curation of 3D / VR models and data (2017)

\$54K in highly-competitive grants and fellowships to support archival and field research in the US, Europe, and Australia (2014-2015)

UVA McIntire Department of Art graduate teaching award (2014)

Two highly-competitive Digital Humanities fellowships at the [UVA Scholars' Lab](#) (2013, 2015)

## Eventbrite, Nashville TN — *Senior Product & Insights Analyst (cont.)*

2019 — Present

Key process and team-building projects include:

- Interviewing, onboarding, and mentoring new analytics colleagues (January 2021 — Present)
- Centralizing the Product Analytics team and designing collaborative workflows and processes to optimize distribution of analytics efforts across the business (April 2020)

Recurring responsibilities include:

- Designing and executing statistical analyses of event creator and attendee usage of the platform to identify high-impact investment opportunities
- Presenting product usage trends and business performance projections to the executive team to inform strategic resource allocation
- Collaborating with the Investor Relations and Finance teams to identify, retrieve, and validate data story points for quarterly earnings reporting
- Establishing KPIs, KRs, and targets for company-level objectives
- Articulating hypotheses, designing A/B tests, and analyzing results for marketing campaigns and product launches

## National Gallery of Art, Washington DC — *Robert H. Smith Postdoctoral Research Associate for Digital Projects*

2018 — 2019

- Managed two digital art history project teams, articulated stakeholder needs, and wrote technical requirements documents and grant applications to support the development of a MediaWiki 1.31 project and an Adobe Experience Manager database

## Vanderbilt University, Nashville TN — *CLIR/DLF Postdoctoral Fellow in Data Curation and Research Data Management*

2016 — 2018

- Wrote the [Always Already Computational Collections as Data Facet](#) for the Vanderbilt University Libraries and spearheaded a critical assessment of legacy data archiving and reuse practices across campus
- Researched metadata schemata and curated and converted legacy tabular datasets into archive-ready, MODS/METS-compliant XML formats
- Organized and taught 100+ data and technology workshops and working group meetings on technical topics including data modelling, SQL, linked data/SPARQL, RMarkdown, advanced Excel, and OpenRefine and on conceptual topics such as translating qualitative data to quantitative formats and identifying bias in computational humanities data analytics
- Consulted on data modelling, management, and archiving practices for members of the Vanderbilt Digital Humanities community
- Presented research at 15+ national and international conferences

## San Giuliano Archaeological Research Project, Barbarano Romano Italy — *Laboratory Director & Ceramics Specialist*

2016 — 2019

- Designed and implemented a custom-built digital archaeological finds documentation process and trained and supervised 20+ students each summer in generating high-quality archaeological data for research use
- Liaised (in Italian) with Italian authorities, subject matter experts, and the local community regarding project logistics, finances, timelines, and scientific findings

## SELECTED COMMUNITY OUTREACH

Invited Panelist for *Beyond the Academy: Transition from Academy to Industry*, Vanderbilt University Digital Humanities Center (February 2021)

Session Leader and Co-Presenter for *Women in Tech*, Tennessee Women in Science, Technology, Engineering, & Research (TWISTER) Conference for High School Girls, Nashville TN (February 2020)

Invited Co-Presenter for *Notizie degli Scavi a San Giuliano* (public lecture on the excavations at San Giuliano), Municipal government of Barbarano Romano Italy (July 2019)

Organizer and Co-Instructor for middle Tennessee's first *Library Carpentry Workshop*, Vanderbilt University (May 2018)

## EDUCATION

*Data Science Apprenticeship*, [Nashville Software School](#), Nashville TN (June 2021)

*Software Carpentry Instructor Certification*, [The Carpentries](#), San Francisco CA (2017)

*PhD in Mediterranean Archaeology*, University of Virginia, Charlottesville VA (2016)

*MA in Art History and Archaeology*, SUNY University at Buffalo, Buffalo NY (2010)

*BA summa cum laude in Classical Studies, minors in Art History and Philosophy with highest distinction*, SUNY University at Buffalo, Buffalo NY (2003)