

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.

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 & Strategy Analyst*

2019 – Present

Key data projects include:

- 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 structures to propose a re-architecture of financial data for more agile internal analytics and more meaningful reporting to customers (August 2020)
- Co-creating and revising the company metrics framework to enable product development teams and executive staff to quantify progress toward business objectives (June 2020; March 2021)

Nashville TN Metropolitan Area

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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** (pandas, numpy, scikit-learn, statsmodels, keras / tensorflow, matplotlib, seaborn), **R** (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 & Strategy Analyst (cont.)*

2019 — Present

Key process and team-building projects include:

- Establishing a data insights repository on key business topics to facilitate iterative research and new analyst onboarding (March 2021)
- Onboarding and mentoring new analytics colleagues in their career development (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 customer activation and retention to identify high-impact investment opportunities
- Presenting product usage trends and business performance projections to the executive team to inform strategic resource allocation
- Establishing OKRs and KPIs for Commerce and Money Systems teams and creating Tableau dashboards to enable PMs to understand how their features' performance impacts business metrics
- Articulating hypotheses, designing A/B tests, and analyzing results for marketing campaigns and product launches
- Collaborating with the Investor Relations and Finance teams to identify, retrieve, and validate data story points for quarterly shareholder reporting

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
- Taught and organized 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)