

# WILLIAM BLUMROSEN

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## PROFESSIONAL SUMMARY

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Pioneering analyst leveraging high-level marketing experience using data and analytical software to produce multi-millions in click-through rates for various web pages and social platforms. Driven critical thinker recognized for creative problem-solving. An empathetic leader with exceptional interpersonal communication skills that thrives in collaborative team environments. Proven ability to apply statistical techniques, exploratory data analysis, and data visualization to extract valuable insights from large datasets.

## TECHNICAL SKILLS

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Python | SQL | A/B Testing | Data Mining | NLP | RAG | AI | CV | Statistics | ML | GitHub

## EDUCATION

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**Syracuse University; Syracuse, NY | Anticipated 2024**

*M.S. In Applied Data Science, GPA: 4.0*

**The University of Texas at Austin; Austin, TX | 2018**

*Bachelor of Science in Aerospace Engineering, GPA: 3.2*

## PROJECTS

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### Data Engineer

Sept 2023

[DigitalDishes](#) | **Syracuse University**; Syracuse, NY

Developed and implemented a logistic regression model to predict the originating website of recipes using a Kaggle dataset and Python, focusing on discerning unique culinary styles and traditions across various online platforms.

- Leveraged Langchain, Streamlit, and OpenAI to create an interactive dashboard, enabling dynamic queries and analysis of the dataset through a user-friendly web interface, and successfully integrated Large Language Models (LLMs) to facilitate user interactions and data exploration.
- This dashboard allows up to upload your own ingredients and responds with recipes you can make using those ingredients.

### Database Engineer

Jun 2023

[TechForAll](#) | **Syracuse University**; Syracuse, NY

Used SQL, Azure, database management, Hadoop, and logical modeling to develop a charity database for "TechForALL," enhancing understanding of procedures, views, and triggers, and navigating challenges with Microsoft Access to ensure organized and efficient data storage and retrieval.

- Designed and implemented a comprehensive SQL database for the TechForAll interface, managing data related to donors, students, schools, and device inventory, while ensuring efficient data retrieval and storage through creating, modifying, and optimizing tables, procedures, and views.
- Learned through experimentation how to optimize product and revenue flow from the donors to the students.

**Machine Learning Engineer**

Dec 2023

**[Image Classification Using CNNs & YOLO](#) | Syracuse University; Syracuse, NY**

Used Python to create my own convolutional neural network on a custom image set to classify images of Taylor Swift and Kanye West. The neural network got an accuracy of 91.7%. I then used a famous computer vision algorithm, YOLO, to test its accuracy, and it got a 95%.

- Uploaded 100s of photos of Taylor Swift and Kanye West. I added my own bounding boxes to accurately predict them from a crowd of people. My CNN had over 10 layers of convolutions and normalization. I learned how to accurately use the YOLOv8 algorithm to instantaneously apply it to live footage cams in real-time.

**Data Engineer**

Dec 2023

**[YouTubeCommentData](#) | Syracuse University; Syracuse, NY**

Used Python through Apache Spark to manipulate YouTube comment data to work with MongoDB, Neo4js, and Cassandra.

- The program builds the dataset with a preformatted Google API that iterates multiple times to gather video title and comment data. Once the data was ingested by Spark in JSON format, it was stored in MongoDB. From Mongo, the data was read into Spark and stored separately into Cassandra's wide-table format. The data was then read into Neo4j for relationship analysis with the organic Graph Database function.

**Professional Experience**

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**Right Click Culture; Los Angeles, CA**

Sept 2021 – Present

**Senior Sponsorship Agent**

Manage, ideate, and facilitate hundreds of sponsorship campaigns for esports players and gamers on YouTube and Twitch, leveraging their large audiences to drive brand exposure and engagement. Utilize HubSpot to track and manage 25+ open deals/sponsorship campaigns, streamlining business opportunities and ensuring the smooth execution of ongoing deals. Underwrite and execute large-scale activations in the esports industry, collaborating with Amazon, Riot Games, and Faze Clan to ideate events and partner talent within tight timelines and budgets.

- Used analytics to drive key business decisions; examples include product marketing for brand companies such as Epic Desk, which resulted in over 60,000 units sold.
- Generated more than 3m dollars in revenue in 2023 through the identification and pursuit of potential sponsorship opportunities, considering the perspectives of both clients and brands to establish effective and successful deals.
- Acquired more than 15 new clients for the agency, including [Jynxzi](#), the number-one streamer in the world. (The link takes you to the current most subscribed people on Twitch)

**Create Music Group; Los Angeles, CA (Remote)**

Feb 2019 – Present

**Content Manager Contractor**

Spearheaded content curation and managed posting schedules across 15 Instagram accounts, cultivating large follower bases with high engagement levels (combined following >15 million).

- Collaborated with industry leaders such as Atlantic Records & Interscope Records to conceptualize and produce content that resulted in >100m of views and increased engagement levels for artists including Ice Spice, Billie Eilish, Machine Gun Kelly, and Ed Sheeran.
- Created content for the artist Lil Pump that accumulated 30 million views on Instagram on a single post.