

PHILIP PHAM
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WORK EXPERIENCE

SessionM

Boston, MA

Data Scientist

July 2012–Present

- Leveraging data to drive product design, improve mobile ad targeting, and support sales and marketing
- Selected project experience:
 - ◊ *Fraud Detection*: Used machine learning methods to identify fraudulent orders
 - ◊ *Power Users Report*: Processed terabytes of log data to characterize the behavior of loyal users

Model N (formerly **LeapFrogRx**)

Waltham, MA

Consultant

July 2011–July 2012

- Analyze data for major pharmaceutical companies to develop new sales and marketing strategies
- Selected project experience:
 - ◊ *Resource Optimization*: Wrote an adaptive simulated annealing algorithm in C and R that optimized a blackbox marketing mix model, which resulted in 13% faster growth in drug sales
 - ◊ *Launch Sequence Optimization*: Prototyped a tool in Python that allowed business users to interactively set constraints and run optimization algorithms to plan the launch of a drug

EDUCATION

Duke University

Durham, NC

Bachelor of Science in Mathematics with minors in Biology and Chemistry

May 2011

- **GPA**: 3.7/4.0 ◊ **Major GPA**: 3.8/4.0 ◊ **SAT**: 2290 (Math: 800, Verbal: 780, Writing: 710)
- **Honors**: Cum Laude ◊ Completed thesis for Graduation with Distinction ◊ Team leader of meritorious winning team in 2011 Mathematical Contest in Modeling
- **Coursework**: Algebraic Structures ◊ Number Theory ◊ Basic Analysis ◊ Regression Analysis ◊ Statistics ◊ Probability ◊ Numerical Analysis ◊ Program Design & Analysis ◊ Biochemistry

Salesiana University

Quito, Ecuador

Duke in the Andes

August 2009–December 2009

Took 4 classes in Spanish with Ecuadorians • Researched Quipus, the ancient Incan system of mathematics

RESEARCH & VOLUNTEER EXPERIENCE

Duke University Mathematics Department

Durham, NC

Undergraduate Researcher, PRUV Fellow

May 2010–April 2011

- Published research: Layton, A. T., Pham, P. and Ryu, H. (2011), “Signal transduction in a compliant short loop of Henle.” *International Journal for Numerical Methods in Biomedical Engineering*.
- Exposed kidney behavior with a PDE model, signal processing, and data visualization techniques

Duke Engage

Vietnam

Summer Volunteer

June 2009–August 2009

- Led a village summer camp for 50 children, which involved managing 16 university students

SKILLS, ACTIVITIES, & INTERESTS

Technical Skills: Advanced: R, \LaTeX • Proficient: Python, C, Java, SQL, Hadoop, MATLAB

Foreign Languages: Spanish (advanced) • Vietnamese (native) • French (basic)

Activities & Interests: Paleo cooking • Learning languages, both programming and foreign
• Building computers • Tennis • Olympic lifting • Reading classics