

Reed MARKHAM

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OBJECTIVE: Experienced data scientist seeking opportunities to build end-to-end analytical solutions

WORK EXPERIENCE

SIRIUSXM 2022 - 2025

Senior Product Analyst

- Developed an **XGBoost** model to predict trial conversion, outperforming benchmark by 2.5%
- Improved accuracy of Pandora's album classifier by 1% using **Spark**, **Hive**, and **Airflow**
- Deployed infrastructure on **AWS** to enable team of 50+ data scientists, using **TypeScript** and **GitHub Actions** for CI/CD
- Integrated **PySpark** jobs with Google Sheets and Drive APIs to improve cross-functional processes using data from **Hive**
- Built UI using **Streamlit**, **Docker**, and **GCP** to interact with **BigQuery** by constructing queries from user inputs
- Implemented Netflix's effective catalog size metric in **SQL** to evaluate Pandora's algorithmic recommendations in support of measurement for C-suite OKR
- Advised junior analysts on best practices including query optimizations that led to 75% reduction in runtimes

Product Analyst

- Analyzed big data using **SQL** to optimize Pandora's content curation systems and content marketing campaigns behind \$1M+ spend
- Built data pipelines using **Airflow** to increase efficiency by 5-10% per process
- Designed and maintained **Tableau** dashboards receiving 10K+ total views

PANDORA (ACQUIRED BY SIRIUSXM) 2017 - 2019

Associate Product Analyst

- Drove **A/B tests** for new features such as algorithmically-generated on-demand playlists

Product Analytics Intern

- Built **Tableau** dashboard receiving daily use by team of 10+ music programmers to date
- First intern on team converted to full-time analyst

PORTFOLIO

meter-made

- Predicted parking tickets in Washington, DC using **scikit-learn**, and **LightGBM**
- Deployed model and surfaced in UI using **FastAPI**, **React**, and **Docker**

scotustician

- Run ETL for Supreme Court oral argument transcripts using **FastAPI**, **Docker**, and **S3**

EDUCATION

B.S. Industrial and Systems Engineering *magna cum laude*, University of Southern California 2017

- Co-author of ACM conference paper