ROBERT SHAW

- **Data Scientist with 2 years' experience in Python and SQL. Applied data mining to analyse ESG metrics, saving a US investment firm $10 million dollars.**

- **20 years' experience in communications and risk analysis, including editing, marketing, sales, public relations, and market intelligence.**

WORK EXPERIENCE

January 2021-August 2022

Malmö, Sweden • United Robots
Senior Sales Engineer

- Led market-entry for United Robots sales & marketing divisions, selling data-to-text models - using AI and NLG - to customers in Latin America and Spain.
- Created cluster profiles to identify and secure top news publisher clients in Colombia and Peru each with over 50 million unique monthly visitors.
  Skills: Data Analysis · Hubspot · Jira

January 2018-December 2020

Copenhagen, Denmark • International Media Support
Senior Innovation Advisor

- Global media development advisor researching new sustainable business models driven by AI and Machine Learning in the emerging market media industry.
- Led a research team collecting and cleaning data from over 100 interviews, surveys and case studies across 20 countries to test and analyze how news media in these markets are using AI and ML models to increase subscriptions and advertising revenue.
  Skills: Data Wrangling · A/B Testing · SQL

March 2012–December 2017

Bogotá, Colombia • GMTL
Risk Analyst & Manager

- Risk analyst covering tech, energy, security, and infrastructure markets in Latin America.
- Used A/B testing and market intelligence models to help clients minimize risk and save firms 10s of millions of dollars.
- Specialties included data mining, in-depth investigations, open-source intelligence, market-entry research, and political risk analysis.

CONTACT

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SKILLS

Python: Pandas, numpy, matplotlib, seaborn, scikit-learn, xgboost, plotly, imbalanced-learn, scipy, statsmodels

Visualization tools: Tableau, MS-PowerPoint

Database querying: SQL

DATA SCIENCE PROJECTS

PRICING STRATEGY WITH LINEAR REGRESSION: Analyzed a used smartphone devices dataset and built an 84% accurate model, with predictions and business recommendations to generate £15m in additional revenue.

WEBPAGE SUBSCRIPTION ANALYSIS WITH HYPOTHESIS TESTING: Used statistical analysis, A/B testing, and visualization to analyze the new landing page of an online news portal subscription model. This project resulted in a 24% increase in conversion rates.

PREDICTIVE MODELLING & CUSTOMER PROFILING: Analyzed a visa applicant dataset and built a predictive XGboost model with 80% accuracy to facilitate the process of visa approvals, and recommend a suitable profile for the visa/approval denial process.

REFERENCES

SIMON KING - DIRECTOR OF GMTL

"Rob's diligence work saved Elliott Advisory - a prominent US investment firm - over $10 million USD by identifying a set of political and commercial risks using mitigation models on a Colombian finance-based transaction."

Cecilia Campbell – CMO of United Robots
"Rob led emerging market-entry for our company. His responsibilities included data research and positioning our brand around structured data-to-text models using AI and NLG. He worked well with business stakeholders to realize their goals."

Skills: Market intelligence · Data Mining · Business Statistics

September 2007-December 2017

Atlanta, GA, USA • Latin Finance **and** Storyful
Data Journalist
- Digital reporter covering tech, politics, economics and finance in Latin America, Europe, and the US.
- Delivered high quality content driving ad revenue and audience reach for digital media outlets. My reporting at a leading financial broadsheet in Colombia contributed to a 50% increase in conversions for the digital edition.
Skills: Data wrangling · Tableau · MS Powerpoint

EDUCATION

- University of Texas at Austin (2022)
  Post-Graduate Degree – Data Science & Business Analytics

- Stockholm School of Economics in Riga (2021)
  Certificate in Applying ML and AI in Digital Publishing

- European Journalism Center, Brussels, Belgium (2014)
  Data journalism certificate

- Georgetown University, Washington DC, USA
  Bachelor of Arts in English and minor in Spanish

TOOLS

Jupyter notebook | Google Colab | GitHub | MS-Excel | Hubspot CRM | Jira |

MODEL-BUILDING SKILLS

Supervised Learning
Data Pre-processing, Model Tuning, Bagging and Boosting, Classification and Regression, Up and Down Sampling and Regularization.

Unsupervised Learning
K-means Clustering, Hierarchical Clustering and Cluster Profiling.

Business Statistics
EDA, Hypothesis Testing, A/B testing, Data Visualization and Statistical Inference.