

# Ryan H. French

## Data Scientist

### EDUCATION

#### Syracuse University, School of Information Studies

##### MS in Applied Data Science

*Expected May 2020*

GPA: 3.6

Relevant Coursework:

- Big Data Analytics
- Adv. Database Management
- Data Warehousing
- Data Analysis & Decision Making

##### BS in Information Management & Technology

- Dean's List GPA: 3.8
- Concentrations in Data Analytics and Information Security Management
- Renée Crown University Honors Student

##### Technical Skills

- Python (Scikit-Learn, Pandas, PySpark, Jupyter)
- SQL & NoSQL databases (Cassandra, MongoDB)
- R (R Markdown, Shiny)
- Visualization (Tableau, Adobe Illustrator, Photoshop)
- Big Data (Spark, AWS EMR)
- MPP databases (AWS Redshift)
- AWS Cloud Infrastructure

##### Management Skills

- JIRA (Agile Methodology)
- Git (GitHub, BitBucket)

##### Certifications

- Google Analytics
- Microsoft Excel

### EXPERIENCE

#### Digital Marketing Analyst at Streamlight Inc.

*December 2019 to Present*

- Extracting insights from social media and website data via **Google Analytics** for executive reporting.
- Organizing and executing **SEO** keywords and campaigns for products.
- Maintaining the **Salsify** media management system for Streamlight's many distributors as well as Streamlight's website on **Sitefinity**.

#### Researcher on the Illuminating Project at Syracuse University

*January 2019 to May 2019, September 2019 to December 2019*

- Refined lexicon-based topic modeling methods in order to categorize 2020 presidential candidate's social media posts.
- Facilitated research adjudication among Undergraduate project members.

#### IT Core Infrastructure Systems Engineer at Syracuse University

*September 2019 to December 2019*

- Researched and experimented with **Docker** and **Kubernetes** infrastructure solutions to support research at Syracuse University.
- Interfaced with Core Infrastructure Systems staff for implementation.

#### Security Engineering Intern at Vanguard

*May 2019 to August 2019*

- Constructed architecture for the Enterprise Fraud & Security **Data Lake** utilizing **AWS EMR**, **S3**, and **Glue**.
- Developed an **ETL pipeline** for security logs via **AWS SageMaker**.
- Identified security gaps and overlaps by mapping internal security controls and capabilities to products to create an **Access Database**.

### PROJECTS

All project code & resources available at [ryanhfrench.github.io](https://ryanhfrench.github.io)

#### Spotify Daily Top 200 Songs Analysis

- Created a **Python** script to extract Spotify web data in CSV format.
- Performed data transformation and placed data in a **MySQL** database.
- Loaded data into an interactive **Tableau** dashboard to infer insights.

#### Visualizing, Predicting, & Understanding Crime in Syracuse

- Scripted an **R** program to munge public Syracuse City crime data.
- Built **SVM** and **Random Forest** models to predict whether an arrest would occur based on available crime data.

#### Digitizing the Gaming Industry (Information Visualization)

- Visualized **Kaggle** Video Game Sales to generate insights utilizing **R**.
- Compiled visualizations into a stylized poster for presentation using **Adobe Illustrator**.