

## SUMMARY

I'm a data scientist and digital marketing subject matter expert with 7 years marketing experience focused on data storytelling and delivering data driven results. I use data to develop and deliver high quality, cross channel marketing campaigns across various industries including ecommerce, SaaS, B2B lead gen, real estate, hospitality, health & wellness with a typical 10-20% YoY increase in ROI. I'm seeking to combine stakeholder engagement, data storytelling, and analytical experience with practical skills in Python, machine learning and statistics in a data first role.

## SKILLS

**DATA SCIENCE:** Python, SQL, Machine Learning, Data Visualization, Tableau, Data Scraping, Exploratory Data Analysis, Pandas, Scikit-Learn, NumPy, Data Analytics, Git, A/B Testing, Keras, SciPy, Matplotlib, Seaborn, Tensorflow

**DIGITAL MARKETING:** Media Planning, Google Analytics, Google Tag Manager, Conversion Optimization, Adobe Analytics, Campaign Management

## PROJECT

### USING MACHINE LEARNING TO PREDICT BOARD GAME RANKINGS

June 2020 to Sept. 2020

Scraped 19,000 games from board game rankings on boardgamegeek.com. Performed exploratory data analysis and clustering to investigate what makes a board game rank well. Utilized machine learning models with Bayesian hyper parameter tuning to predict if a board game will be in the top 1,000 rated games. The final model had a 0.0025 False Positive Rate and a 0.1796 True Positive Rate on an imbalanced data set.

### FOOD IMAGE RECOGNITION WITH DEEP LEARNING

Sept. 2020 to Dec. 2020

Created a bespoke image data set by scraping Reddit posts from food subreddits. Employed deep learning with convolutional neural networks to classify the food images. Tested networks of my own design and state of the art architectures using transfer learning to ultimately achieve a 93.7% accuracy.

## EXPERIENCE

### DIGITAL MARKETING CONSULTANT

Freelance

Oct. 2020 to Current

- Assist clients in campaign planning, reporting, optimization, setup, and overall strategy.

### SPRINGBOARD DATA SCIENCE

Student/Fellow

Apr. 2020 to Dec. 2020

- 500+ hours of hands-on course material, with 1:1 industry expert mentor oversight.
- Applied skills in Python, SQL, data wrangling, data visualization, hypothesis testing, and machine learning in completion of 2 in-depth portfolio projects.

### BOOYAH ADVERTISING

Senior Media Planner

Sept. 2016 to Mar. 2020

- Regularly worked across and combined data sets each with 100K+ rows (Facebook Ads, Google Ads, Google Analytics, etc.) to build Tableau dashboards for visualizing ad campaign performance and telling data stories around testing and results.
- Served as a Tableau "power user," holding bi-weekly office hours to help my team build visualization, create calculations and solve ongoing issues as well as ad hoc training.
- Led strategy, and media plan creation for budgets up to \$1M per month that contain clear rationale, detailed research, and aligned with clients' goals.
- Owned creation, presentation, and overall story telling of in-person client facing quarterly business reviews for both marketing and non-marketing executives.
- Developed and presented training materials to help other teams incorporate new strategies and opportunities.

### AMERICAN LAWYER MEDIA

Programmatic Account Manager

Jan. 2014 to Sept. 2016

- Optimized unsold inventory revenue across programmatic advertising partners. Championed new partner to capitalize on 1M+ daily unsold e-mail impressions.
- Concurrently served as the primary point of contact for 30+ clients. Responsible for inventory and campaign management/optimization.

### HEALTHINATION

Campaign Delivery Manager

Nov. 2012 to Jan. 2014

- Coordinated traffic acquisition, media buys and SEM with networks/partner sites to fulfill inventory needs.
- Optimized campaign performance while meeting margin goals.

## EDUCATION

University of Washington

BA Philosophy, Minor Mathematics

2011