

# Sebastian Brarda

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## EDUCATION

### **New York University, Courant, New York, NY**

May 2017

Master of Science Candidate in Data Science, GPA: 3.97/4.0

Honors: Fulbright scholarship; Full Tuition scholarship

### **Universidad Torcuato Di Tella, Buenos Aires, Argentina**

December 2010

Bachelor of Arts in Business Economics

Honors: Top 10% of class.

### **The George Washington University, Washington DC**

Fall 2009

Business and Finance Exchange Program.

## ACADEMIC PROJECTS

- Learning curve calibration for online education system: created features with Big Data techniques and machine learning model on top to personalize education system based on the learning rate of each student **Spring 2016**
- Sequential Attention Model for Machine reading comprehension task. Designed a state-of-the-art artificial neural network model with improved attention mechanism. **Fall 2016**
- Optimizing walking paths based on interestingness from social media data. Won prize as best project for "Capstone Project" course **Fall 2016**

## TECHNICAL SKILLS

- Programming for Data Science: Python, Pandas, Numpy, Scikit Learn, Hadoop, Spark, R, TensorFlow, Theano
- Other Programming: Advanced SQL, basic HTML, Java readability
- Statistical Modeling, Machine Learning, Natural Language Processing, Time Series Forecasting, Deep Learning
- Analytics Software: Tableau, Microstrategy, E-Views, SPSS
- Online Advertising, SEM. Google AdWords and Analytics Expert

## PROFESSIONAL EXPERIENCE

### **Capital One, McClean HQ, VA**

#### **Senior Data Scientist Intern**

June 2016 - August 2016

- Worked to improve an internal speech-to-text decoder based on artificial neural networks
- Created several self-service visualizations based on the output of this decoder for the customer service organization
- Designed an NLP model to predict the probability of call back after a certain call within different time periods

### **Google Inc, Buenos Aires**

#### **Product Solutions Specialist**

October 2013 - July 2015

- Designed SMB product strategy for the whole LATAM to reach a 40% YoY revenue growth
- Analyzed product and customer's data to identify and prioritize sales opportunities
- Launched Google Analytics certification in LATAM which later scaled globally with 21% increase in product adoption

#### **SMB Account Manager**

May 2012 - October 2013

- Consistently surpassed sales quota for five consecutive quarters
- Created a personalized email marketing tool that incremented warm lead generation and webinars attendance by 243%

### **Vostu, Buenos Aires**

May 2011- March 2012

#### **Data Scientist - Analytics**

- Managed, Oversaw "Mini- Fazenda", the main game of the company. Calibrated and simulated the game dynamics
- Performed A/B testing, applied microeconomic and econometric techniques to understand user behavior
- Developed pricing and monetization methodologies for virtual items, generating a revenue boost of up to 60% daily

## OTHER

- Languages: Fluent English and Spanish, Basic French.
- Volunteering Experience: Worked as GooglersGive ambassador for LATAM (main Google social responsibility program). Volunteer at Wingu, an NGO focused on implementing technology solutions for other NGOs.
- Other interests: Table tennis, soccer, meditation, electronic music production, environmental sustainability.