

Scott Townsend

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EDUCATION

Brigham Young University-Idaho

Rexburg, ID

Bachelors of Science: Data Science

SKILLS

Languages and Tools - *proficient*: Python, R *intermediate*: Spark, SQL, Tensorflow/Keras, Git, Docker

Selected Coursework - Machine Learning, Big Data Programming, Linear Regression, Statistical Modeling, Data Visualization, Programming in Python, Data Science Programming, Data Intuition and Insight

EXPERIENCE

Dynata

Aug 2022-Present

Data Scientist, Marketing

Herndon, VA

- Delivered 30+ advanced analytical studies (MTA, drivers analysis, diff-in-diff) to high profile clients including 15+ to marketing teams at **Google and Meta**
- Built diff-in-diff and multi-touch attribution model codebase in Python(OOP) for Ad Data Science Team. This codebase has **saved 100+ hours and brought over in \$2 million in revenue to date**

SELECTED PROJECTS

Bayesian County-Level School Shooting Analysis

August 2022

- Compared and estimated several Bayesian Regression models with PYMC3 in Python. Ultimately, used **hierarchal negative binomial model** to predict shootings and make inferences about gun laws

Political Message Detection and Likeability in Films

April 2020

- recieved award from Political Science department to fund a panel survey (n=1000).
- estimated linear regression and multinomial logit in observational study context and wrote paper [\[here\]](#) on findings.