

Shawn Bernard

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Professional Experience

Solve(d) | Data Scientist, promoted from Junior Data Scientist Aug. 2022 – Present

- Drive physician outreach efficiency by employing predictive modeling to identify emerging influential physicians who can best promote our clients' pharmaceutical products.
- Strategize large-scale physician communications by clustering physicians based on their individual media preferences, delivering targeted advertising channel recommendations tailored for specific physician groups.
- Showcase essential pharmaceutical market statistics through the development of geographical visualizations, enabling clients to make data-driven decisions with confidence when deploying advertising campaigns in specific geographic regions.
- Employ regression techniques to analyze clients' marketing investment and sales data with the primary objective of determining the impact of various marketing initiatives on sales performance. These insights empower clients to prioritize investments into marketing endeavors based on their estimated effects on sales.
- Design and implement ETL processes to efficiently integrate newly released data into proprietary databases with focus on ensuring seamless updates and preserving data integrity.
- Engineer an NLP algorithm to identify key phrases with the highest relevance to specific topics in clinical literature. This solution supports clients to enhance their SEO advertising strategies, enabling more targeted campaigns.

Education

Cornell University, MS Biostatistics & Data Science Sep. 2021- Aug. 2022

GPA: 3.98

Relevant Coursework: Data Science, Causal Inference, Categorical & Censored Data Analysis

Lehigh University, BS Biology, Minor Data Science Aug. 2017 – May 2021

GPA: 3.67

Technical Skills

- Python (Pandas, NumPy, Scikit-learn), R (Tidyverse), PySpark, Databricks, SQL, Git

Interests

- Basketball, football, hiking, surfing, rock & hip-hop music, dogs