

ELENA RODRIGUEZ

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PROFESSIONAL SUMMARY

Senior Data Scientist with 8+ years of experience in predictive modeling, NLP, and causal inference. Proven track record of deploying machine learning models that drive revenue growth. Expert in translating complex data insights into actionable business strategies for executive stakeholders.

PROFESSIONAL EXPERIENCE

Lead Data Scientist

Mar 2020 - Present

Global Retail Corp

- Developed and deployed a personalized product recommendation engine using XGBoost and collaborative filtering, driving \$12M in incremental annual revenue.
- Built a customer churn prediction model with 92% accuracy, enabling the marketing team to launch targeted retention campaigns that reduced churn by 18%.
- Designed and analyzed 50+ A/B tests to optimize pricing strategies, resulting in a 5% increase in average order value (AOV).

Data Scientist

Jul 2016 - Feb 2020

FinTech Innovations

- Created a credit risk scoring model using Random Forest, reducing default rates by 22% within the first year of deployment.
- Automated data pipelines using Apache Airflow and Python, reducing manual reporting time by 20 hours per week.
- Conducted sentiment analysis on customer feedback using NLTK and BERT to identify key pain points, leading to a UX redesign.

Data Analyst

Jun 2014 - Jun 2016

Market Insights LLC

- Analyzed sales trends across 10 regions using SQL and Tableau, identifying underperforming markets and recommending inventory adjustments.
- Cleaned and structured terabytes of raw transaction data for downstream analysis.

EDUCATION

M.S. Statistics

2014

Columbia University

B.S. Mathematics

2012

University of Michigan

TECHNICAL SKILLS

Languages: Python, R, SQL, Scala

Machine Learning: Scikit-learn, TensorFlow, PyTorch, XGBoost, LightGBM

Data Engineering: Spark, Airflow, Hadoop, AWS Redshift, Snowflake

Visualization: Tableau, PowerBI, Matplotlib, Seaborn