

Ben Heller

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SKILLS

PROGRAMMING

Machine Learning (ML)
SQL / NoSQL (SQL)
JavaScript (JS)
Python (PY)
Excel (EX)
(HTML)
(CSS)
(VBA)
(R)

SOFTWARE/PLATFORMS

Adobe Audience Manager (AAM)
Amazon Web Services (AWS)
Google Analytics (GA)
The Trade Desk (TTD)
Jupyter Notebook(JN)
Git and Github (GT)
Salesforce (SF)
LiveRamp (LR)
Tableau (TB)
AS/400 (A4)
Linux (LX)

EDUCATION

BS, CHEMISTRY

KENNESAW STATE UNIVERSITY
May 2013 | Kennesaw, GA

EXPERIENCE

GEORGIA TECH | TEACHING ASSISTANT

Aug 2018 – Present | Atlanta, GA

Supervised **24-week Data Analysis and Visualization** course at Georgia Tech

- **Analysis**
 - Excel / Visual Basic
 - Python (Pandas)
 - R (Studio)
- **Visualization**
 - Python (Matplotlib)
 - Javascript (D3)
 - Tableau
- **Application**
 - Tools of the Trade (GitHub, Anaconda, Jupyter Notebook)
 - Methodologies (ETL, Data Munging, Web Scraping)
 - Web Development (HTML, CSS, JS, APIs, SQL / NoSQL)
 - Machine Learning (Scikit-learn, Keras, SVM, KNN, Decision Tree, Random Forest, CNN, NLP)

CLICKAGY | DATA ANALYST

Aug 2017 – Aug 2018 | Alpharetta, GA

- **Data Analyst**
 - Composed library of procedures to limit common departmental query errors, resulting in a 13% monthly cost reduction (AWS)
 - Developed bot-hunting algorithms to minimize click fraud, resulting in a modest CPC reduction of 4% across 10+ campaigns (AWS/ GA)
 - Integrated novel data visualization techniques and statistical analysis into five major campaigns (EX, VBA, TB, R)
- **Audience Strategist**
 - Completed overhaul of **3300+ entry company taxonomy** (EX, VBA)
 - Created custom audiences and managed ad spend for 20+ client campaigns (LR, TTD, AAM, SF)
 - Streamlined client onboarding by creating documentation for standard use cases (JS, AWS, LR)

Q.E.P. CO., INC. | SENIOR CHEMIST

Feb 2015 – Jun 2017 | Dalton, GA

- **Senior Chemist**
 - Managed two direct reports and developed **two green adhesives** from preliminary market analysis to full scale up and production (EX, A4)
 - Overhauled company SDS document library to meet 2016 GHS regulatory guidelines
- **Plant Chemist**
 - Reformulated legacy adhesives to minimize cost, reduce lead time, and offset hazardous materials with safer alternatives (EX, A4)
 - Implemented maintenance and improvement projects at the departmental and plant level (A4, LX)

KIMOTO TECH INC. | R&D CHEMIST

Oct 2013 – Feb 2015 | Cedartown, GA

- Developed three coatings with a primary focus on solventborne urethanes and PSAs with additional work in waterborne CP films (EX)