

John Sokol

DATA SCIENTIST

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PROFESSIONAL SUMMARY

Data scientist with 3 years of experience applying machine learning and analytics expertise to maximize sales team effectiveness. Also exhibits outstanding technical teaching abilities.

SKILLS

Python	Pandas	Project Management
SQL	NumPy	Stakeholder Communication
RStudio	Sklearn	Root Cause Analysis
Tableau	TensorFlow	Strategic Planning

EXPERIENCE

Data Scientist

Apr 2019 - Present

NewLane Finance, Philadelphia PA

- Responsible for lead acquisition, enhancement, and predictive modeling to improve sales and marketing effectiveness.
- Predict and assess lead quality by leveraging machine learning algorithms to predict current lead quality based on company level attributes, sales rep activity and vendor interactions.
- Develop an automated lead workflow to ensure the highest quality opportunities are assigned to the appropriate sales reps based on lead score and size of opportunity aligned with sales rep experience and industry expertise.
- Advise key stakeholders from sales, marketing and technology departments regarding short and long-term growth and workflow processes improvement strategies via data-driven decision making.

Adjunct Faculty

Aug 2018 - Present

Stockton University, Galloway NJ

- Teach statistics, object-oriented programming, Tableau and conceptual data visualization best practices to 70 undergraduate students of all studies and majors, with six semesters of teaching experience.
- Employ interpersonal skills to communicate content effectively. Teach development of critical thinking and research methodologies to answer data driven questions.
- Earn an average score of 4.66 / 5.00 for IDEA summary evaluation of teaching effectiveness.

Data Solutions Architect

Mar 2018 - Apr 2019

AtlantiCare, Egg Harbor Township NJ

- Built clinical Tableau dashboard solutions for physician and administrative end users, specifically CABG, COPD and Thrombosis dashboards to visualize key performance indicators specific to each procedure.
- Manipulate and preprocess terabytes of unstructured clinical data using SQL Server to prepare for reporting analysis.

PERSONAL PROJECTS

Super Bowl Tableau Dashboard

- Interactive Tableau dashboard depicting game progression vs. win probability for SB44 – SB55.
- Identifies key game plays using visual interactivity to provide context on the play's impact on win probability.

LBI Eats iPhone Application

- iPhone application to assist the LBI residents with deciding which restaurant to dine or take-out.
- Application will query the Yelp API to obtain restaurant information. Initially, the app will select a restaurant at random based on user-inputted preferences, then ultimately develop into a full-fledged restaurant recommendation system.

EDUCATION

MS Data Science & Strategic Analytics

Aug 2018

Stockton University, Galloway NJ

GPA: 4.00

BS Biochemistry, Computer Science minor

May 2017

Stockton University, Galloway NJ

GPA: 3.84

Activities: NCAA Track & Field, Resident Assistant, Mathematics Tutor

