TOMAS BIELSKIS, *Data Scientist*

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Summary: 10 years experience in analytical roles in digital marketing, education and finance industries, strong business accumen and ability to communicate and collaborate effectively across teams with varying technical needs

Skills & tools: machine learning, predictive modeling, statistics, forecasting, classification, clusstering, scraping, natural language processing, business intelligence, data visualization, python, pandas, numpy, scikit-learn, spark, hadoop, aws, SQL, mongodb, flask, Tableau, Adobe Analytics, Google Analytics, Excel, SAS, SPSS, R

Experience

BLUEOCEAN MARKET INTELLIGENCE, *Consultant*   **San Francisco, CA, Feb 2015 – Oct 2017**
Supporting digital marketing teams, leading deep dive analytics research projects, building reporting infrastructure
- Proactively built project plans for new reporting and BI initiatives and managed delivery teams for product, merchandising, B2B and ecommerce departments for lululemon athletica
- Advised VF global implementing data management platform across brands using Adobe Audience Manager
- Consulted Autodesk on variety of projects: managed offshore team building comprehensive and user friendly campaign performance tracking solution, lead evaluation of site navigation, consulted on audience segmentation for personalization, channel and campaign attribution, optimized eCommerce purchase path

APOLLO EDUCATION GROUP, *Senior Product Analyst*   **San Francisco, CA, Mar 2014 – Feb 2015**
Evaluated usage and efficacy of digital learning products and generated insight based business recommendations
- Products included: mobile, tablet apps, student social network, automated notifications, adaptive learning tools
- Uncovered a $15M/year incremental revenue opportunity related to improved course outcomes from Tutoring Service, earning employee of the quarter recognition

Senior Digital Media Analyst   **San Francisco, CA, Oct 2011 – Mar 2014**
Increased responsibilities from ad hoc analytics to owning and maintaining most of the internal and external cross-channel reporting and forecasting for the team with one of the world's largest digital marketing budgets
- Automated and significantly improved reporting and forecasting models for traffic, conversions and budgets
- Designed experiments estimating effects of spend across media channels, presented insights to CFO and CMO
- Worked closely with Web Implementation, SEM, SEO, Display, A/B Testing and FP&A teams

PRESERVATION TRUST ADVISORS, *Senior Associate*   **San Francisco, CA, Aug 2010 – Oct 2011**
Launched an innovative start-up multi-alternatives mutual fund as a two-person team
- Created analytical models for budgeting, fee calculations, portfolio allocations and acquisitions
- Performed screening, due diligence and selection of fund managers, acquisition targets and service providers
- Executed successful acquisition, integration and conversion of Bull Path L/S Fund (BPFIX)

DOW JONES NEWSWIRES, *Reporter and Columnist*   **London, UK, Nov 2008 – Apr 2009**
Contributed to the launch of a new news analysis platform targeted at investment banking professionals
- Published reporting, analysis and commentary pieces in Dow Jones Newswires and Wall Street Journal

BANK OF AMERICA, *Investment Banking Analyst*   **Madrid, Spain, Aug 2007 – Jun 2008**
Worked full time in a small regional team directly with two senior country coverage bankers
- Performed financial statement analysis and company research, built valuation models and pitch books

Education

GALVANIZE   **San Francisco, CA, Oct 2017 – Feb 2018**
3-month, 700+ hour data science immersive training program, focusing on machine learning in Python

LAFAYETTE COLLEGE   **Easton PA, USA, Aug 2003 – May 2007**
Graduated Magna Cum Laude in Mathematics and Economics joint major with a minor in English
- Self-financed all of tuition and living costs through scholarships, financial aid and continuous employment
- Phi Beta Kappa, Dean's List (most semesters), Charles A. Dana Scholarship, IIA Award for Excellence in Accounting-related Studies, Omicron Delta Epsilon and Pi Mu Epsilon – Honorary Econ and Math Societies

Other Stuff
- Languages: English (fluent), Lithuanian (fluent), Spanish (near-fluent), Russian (basic)
- Volunteering: crisis hotline (>500 hours) with SF Suicide Prevention, training new counsellors (2013-2016)
- Private Pilot Certificate – Single Engine Land (2014)
- Chartered Financial Analyst, Levels I, II, and III; passed each exam on first attempt (2008 – 2010)
- Published bestselling book in Lithuanian on US college admissions (2003)