

VARUN MOHAN

vmohan96.github.io • LinkedIn: [/varunmohan96/](https://www.linkedin.com/in/varunmohan96/) • vmohan96@gmail.com • github.com/vmohan96

ABOUT

Data Scientist with experience in Marketing Analytics and Cognitive Neuroscience research. Aiming to leverage expertise in data analytics and machine learning to creative diverse and innovative solutions with tangible impacts.

SKILLS

Languages & Tools: Python, Pandas, NumPy, Scikit-learn, TensorFlow, spaCy, Streamlit, Flask, PostgreSQL, Spark, HTML

Skills: Statistical Analysis, Data Visualization, Regression and Classification, Natural Language Processing, Deep Learning with Neural Networks, Time Series Analysis

EXPERIENCE

Data Science Immersive

Aug 2020 - Nov 2020

General Assembly

Remote

- In a 13-week, 500-hour+ immersive fellowship program, gained proficiency programming in Python and used state-of-the-art machine learning methods to solve real-world problems
- Utilized word embedding vectorization and a Keras neural network to build a model and Streamlit application capable of detecting the likelihood of depression based on language data
- Collaborated with a team to conduct comprehensive analysis of COVID-19's progression in the United States, correlating case growth rates with factors including mask sentiment and political party. Personally created web application allowing users to track cases and deaths in any state, and observe correlations with superspreader events
- Built model to estimate housing prices in the Ames dataset, utilizing KNN Regression with feature engineering to achieve an R^2 of 0.96. Reached second place in cohort Kaggle competition for this model

Digital Marketing Analyst

Sep 2019 - Aug 2020

Innovative Tap Solutions

Chicago, IL

- Worked directly with the Chief Marketing Officer to develop and execute B2B and B2C marketing strategies
- Managed digital campaigns, conducted weekly performance analysis; made changes based on engagement metrics
- Oversaw a 20% increase in engagement from select digital marketing campaigns over a 3-month period
- Met prospective clients directly at sales meetings to discuss our implementation and cultivate business relationships

QA Specialist, GameJam Participant

Jun 2018 - Jun 2019

Butterscotch Shenanigans Games Studio

St. Louis, MO

- Designed and developed an original video game for a company hosted 'GameJam' event
- Worked with lead developers during GameJam, receiving direct feedback about the development process
- Later hired as a part-time quality assurance specialist.
- Worked with the development team to bug-fix and enhance user experience for 3 projects, one in pre-release stages

Researcher

Jan 2017 - Jun 2019

Dynamic Cognition Laboratory, Washington University

St. Louis, MO

- Worked on a team of researchers on an original project investigating human decision-making strategies and event segmentation, as well as the training of a machine learning model to predict these strategies.
- Filmed, edited over 100 video clips for human participants to view to create a ground-truth event segmentation dataset

EDUCATION

Washington University in St. Louis

Bachelor of Arts, Bachelor's in Business Administration

2015 - 2019

- Dual Degree: Cognitive Neuroscience & Marketing