

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 create diverse and innovative solutions with tangible impacts.

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

Skills: Machine Learning, Statistical Analysis, Data Visualization, Natural Language Processing, Neural Networks, Time Series

EXPERIENCE

Instructional Associate

Feb 2021 - Present

General Assembly

Remote

- Selected as instructional associate for 12-week Data Science Immersive Program cohort
- Mentored students and provided regular feedback on their code and understanding of data science methods
- Assisted and taught lessons in Python, OOP, machine learning, visualization, Git/version control

Data Science Immersive Program

Aug 2020 - Nov 2020

General Assembly

Remote

- 13-week, 500-hour+ immersive fellowship program where I gained proficiency programming in Python, SQL, data visualization, and also 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 a 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 multiple demographic factors. Created a web application to visualize analysis by state.

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 and performance analyses; implemented strategy changes based on engagement metrics
- Oversaw a 20% increase in engagement from select digital marketing campaigns over a 3-month period
- Engaged prospective clients directly in client-facing role to discuss 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
- As QA Specialist: worked with the dev team to bug-fix and enhance user experience for 3 projects, one pre-release

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