

Jeff Weintraub

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EXPERIENCE

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|---|--------------------------------------|-----------------------------------|
| Data Scientist | Sony Pictures Entertainment | September 2022 - Present |
| <ul style="list-style-type: none">• Applied computer vision and statistical analysis to generate labels and A/B testing concepts for improvement of click-through rates on YouTube thumbnails and cataloguing user interaction with design. Established an iterative process for continuous refinement and discovery of testing concepts.• Developed and implemented an uplift model leveraging household television data linked to social media ad spend, quantifying the improvement in viewership and demonstrating the value of ad expenditure and efficacy of identifying persuadable households.• Designed and implemented an app backend to identify high-value unsold properties, conducting data integration and analysis across diverse and large datasets across Snowflake, BigQuery, and Teradata.• Migrated and monitored a series of Python web apps to AWS with Terraform, demonstrating expertise in cloud-based deployment and infrastructure management.• Integrated OpenAI (GPT) functionality into internal applications, generating executive summaries from complex data. | | |
| Data Scientist | NeuraFlash | July 2021 – September 2022 |
| <ul style="list-style-type: none">• Promoted from associate within nine months due to strong performance and organizational impact.• Proposed and managed multiple data initiatives, leading a team of data analysts via Jira to develop six data tools for non-technical users. Primarily focused on natural language processing.• Worked directly with major clients, conducting customer segmentation and product engagement analysis, driving data-driven UI/UX changes and enhancing business value improvements. Effectively presented findings, blending technical and business results.• Developed an unsupervised iterative text clustering application to expedite natural text analysis (formerly read by hand) to identify key topics from customer input. | | |
| Developer and Data Analyst | IDEA Venture Accelerator, NEU | August 2019 – May 2021 |
| <ul style="list-style-type: none">• Organized a team to generate venture KPIs based on interaction data, including a key figure to predict burnout among ventures seeking initial seed funding. | | |
| Data Scientist Co-op | Eaton Vance | July 2020 – January 2021 |
| <ul style="list-style-type: none">• Created automated scripts for data cleaning, validation, and error detection on financial datasets. | | |

TECHNICAL SKILLS

- **Languages and Platforms:** Python, R, SQL, AWS, Google Cloud Platform, Terraform, OpenAI, GitHub
- **Data:** PyTorch, Pandas, NLTK, SciKit-Learn, XGBoost, CatBoost, Dash, ANOVA
- **Professional:** Business stakeholder management and presentation, French (Intermediate)

EDUCATION

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| Boston, MA | Northeastern University | September 2016 – May 2021 |
| <ul style="list-style-type: none">• M.S. in Operations Research, May 2021, GPA: 3.86• B.S. in Industrial Engineering, May 2020, GPA: 3.62• Key Coursework: Machine Learning and Pattern Recognition. Network Optimization. Data Visualization. Data Management. Probabilistic Operations Research. Deterministic Statistics. Stochastic Modeling. Simulation. Human Machine Systems. Stochastic Processes. Statistics. | | |

PROJECTS, VOLUNTEERING, AND INTERESTS

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| Engineering Mentor | Boston Public Schools | September 2017 – June 2018 |
| <ul style="list-style-type: none">• Mentored middle schoolers in engineering, coding, and robotics, fostering mentorship skills. | | |
| Engineering Mentor | Boston Public Schools | September 2017 – June 2018 |
| <ul style="list-style-type: none">• Conducted a successful multi-week lecture series on introductory Python for engineering students. | | |
- Awards:** Eagle Scout, MIT Buildathon Finalist

