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John Russell

Data Scientist

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EXPERIENCE

Data Scientist **December 2023 — Present**
FARM Marketing Agency *Remote*

- Designed and deployed a KMeans clustering tool in Python, replacing Sawtooth software and saving the team \$23,000 annually while enhancing customer segmentation capabilities.
- Led the migration of 10,000+ lines of legacy SAS code to Snowflake, architecting modular SQL workflows that improved reporting efficiency.
- Designed and implemented scalable ETL pipelines in Snowflake to analyze customer purchase behaviors, identifying dormant segments and informing re-engagement strategies that increased retention by 20%.
- Automated operational processes by designing an algorithm in Snowflake to detect recurring event patterns, reducing manual intervention by 90% and accelerating planning workflows.

Marketing Data Analyst **May 2023 — December 2023**
Anteriad *Rye Brook, NY*

- Optimized A/B campaign analysis with statistical significance testing, driving an 8% conversion rate increase and guiding future campaign strategies.
- Worked closely with an ML engineer to develop reporting frameworks for customer lifetime value predictions, overseeing data collection, analysis, and Power BI visualizations to effectively communicate model performance and business impact.
- Created interactive Power BI dashboards to visualize campaign performance, delivering actionable insights to stakeholders and enhancing data-driven decision-making.

Data Analyst (Contract) **January 2023 — March 2023**
DeltaMath Solutions *Remote*

- Conducted text analysis in R to identify linguistic factors affecting question difficulty, presenting findings to inform curriculum design.
- Developed algorithms for personalized learning recommendations, dynamically adjusting difficulty levels based on individual student performance.
- Applied the Jenks Natural Breaks algorithm to identify significant patterns and trends in educational assessments, providing data-driven insights for product development.

EDUCATION

M.A., Pure Mathematics August 2021 - May 2023
CUNY Hunter College, New York, NY

B.A., Mathematics August 2016 - May 2020
CUNY Hunter College, New York, NY

TECHNICAL SKILLS

Languages Python, SQL, R, Javascript
Tech Stack Snowflake, Jupyter Notebook (Anaconda), Git, Power BI, Domo, Tableau, Looker, REST APIs, AWS, PyCharm, VSCode, TensorFlow, Docker, LaTeX