(914)-703-1831
New York, NY
johnhenryrussell1@gmail.com

John Russell
Data Scientist

github.com/johnhenryrussell
linkedin.com/johnhenryrussell
johnhrussell.com

EXPERIENCE

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

- Transitioned market research survey analysis from SPSS to Python, employing Latent Class Analysis and KMeans clustering to improve analytical accuracy and enhance workflow efficiency.
- Partnered with the marketing analytics team to analyze account churn, defined key performance metrics including a graduation metric, and engineered data pipelines for comprehensive analysis.
- Developed a Python-based social listening application that integrated Meta API data into Power BI, enabling the social team to derive insights directly while eliminating reliance on a third-party provider, resulting in $60,000 in annual savings.
- Created a generalized reporting framework to evaluate diverse marketing campaigns, leveraging statistical techniques to capture 90% of campaign variations, and introduced innovative metrics for success measurement, including time series analysis.
- Conducted machine learning educational sessions to promote AI adoption across the organization, supporting the shift towards data-driven marketing strategies.

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

- Analyzed A/B mail campaigns using statistical significance testing, achieving an 8% increase in conversion rates, and guided the team on applying statistical methodologies for future campaign optimizations.
- 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.
- Optimized complex SQL queries in Snowflake and re-engineered ETL workflows with Python, reducing data latency and enhancing data retrieval efficiency to support real-time analytics.

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

- 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	Git, DataBricks, Snowflake, AWS, Jupyter Notebook (Anaconda), PyCharm, VSCode, Domo, PowerBI, Looker, Tableau, REST APIs, TensorFlow, Docker, LaTeX