

Thomas Young

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Professional Experience

Veamly | Data Science Consultant Jun 2017 - Current

- Built models to predict potential risks or blockers from examining Github pull request data
- Investigated data with plots and general EDA, engineered features for modeling
- Implemented Natural Language Processing (NLP) to investigate language patterns in Github pull requests
- Developed binary classifier to estimate how long a blocker would delay a project with an accuracy of 0.86

Autodesk | Fullstack Software Developer Nov 2015 – Nov 2016

- Contributed to the development of new consumer-facing web applications and features used for the Autodesk online store with JavaScript, Angular.js and Node.js
- Helped architect and create a customized digital data object used to track and analyze user behavior
- Analyzed user data to design and build a new intuitive interface for online store purchases that decreased abandoned cart rates by 12%
- Maintained, created and stored customer engagement emails in an Amazon DynamoDB database
- Lead knowledge transfer sessions with teammates to discuss newly implemented features
- Worked closely with UX designers, product managers and other developers in a tightly knit, agile team

Electronic Arts | Global Engagement Marketing Campaign Manager Jan 2014 – Feb 2015

- Created in-game lifecycle marketing campaigns for Madden Football and The Sims franchise that collectively helped generate over \$5 million in incremental revenue
- Initiated A/B testing on email layout/design, subject lines, calls-to-action and dynamic content
- Designed data visualization dashboard using Tableau to help meet business intelligence objectives
- Developed business relationship with key platform partners, focusing on ad product & creative innovation, reengagement strategy, and in-game technical integrations
- Analyzed and extracted key insights from EA's rich store of gamer and gameplay data to build customer segmentation groups to target, increasing customer engagement by over 20% from previous year

Technical Skills

Data Analysis

- Regression
- Classification, Clustering
- Natural Language Processing
- A/B Testing

Programming / Libraries

- Python
- JavaScript, HTML/CSS
- Pandas, Numpy
- SQL, PostgreSQL
- Scikit-learn

Other

- Google Analytics
- Salesforce.com
- Tableau
- Matplotlib, Seaborn

Education

Galvanize Data Science Immersive Program	2017
Hack Reactor Immersive Software Development Program	2015
UC Berkeley Extension Relevant Coursework: Marketing Analytics, Marketing Strategy	2014
University of California Davis BS in Managerial Economics & Minor in Communication	2010