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John Russell

Data Scientist

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EXPERIENCE

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

- Secured a **\$380K contract** by delivering a national dealership-intelligence database (77K rooftops, 500K inventory rows, 33K ZIPs) built with a Python ETL that unifies six public and commercial APIs.
- Engineered a ZIP-radius crawler plus graph-based entity-resolution (RapidFuzz, KDTree, Louvain) to cluster rooftops, **eliminating 100K duplicate API calls / month** and **avoiding a \$96K / year** data-feed expense.
- Automated Apollo/Demandbase contact enrichment for a Fortune 500 insurer, replacing a tedious weeks-long manual process with a script that delivers complete contact lists in a few hours.
- Migrated 10K + lines of legacy SAS to Snowflake, replacing hard-coded quarterly reports with dynamic, parameter-driven SQL pipelines that refresh automatically and cut daily reporting runtimes.
- Built scalable SQL models to flag dormant customers across millions of transactions, powering re-engagement campaigns and accelerating marketing decision-making.

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

- Optimized A/B campaign analysis with statistical significance testing, driving an 3% conversion-rate lift.
- Partnered with ML engineering to build customer-lifetime-value reporting; designed data flows and Power BI dashboards to showcase model impact.
- Created interactive Power BI dashboards that surfaced real-time campaign KPIs for stakeholders and accelerated data-driven decisions.

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

- Performed text mining in R to uncover linguistic drivers of question difficulty, guiding curriculum revisions.
- Built algorithms for personalized learning recommendations that adapt difficulty based on each student's performance.
- Applied the Jenks Natural Breaks algorithm to detect patterns in assessment data, delivering insights that informed 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