Paola Reyes

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EDUCATION

Northeastern University, Boston, MA   Jan 2020 - Aug 2022
Khoury College of Computer Science
Candidate for Master of Science in Data Science
Related Courses: Deep Learning, Natural Language Processing (NLP), Large-Scale Parallel Data Processing

Rhode Island College, Providence, RI   Jan 2012 - Jun 2014
Bachelor in Mathematics
Related Courses: Computer Programming and Design, Functional Programming,

TECHNICAL KNOWLEDGE

Programming Languages:	Python, SQL, Scala, R, SAS
Visualization:	PyPlot, ggplot2, seaboard, Tableau, Power BI, SAS Viya
Databases:	SQL Server, Redshift
Other Technologies:	Alteryx, PyTorch, Spark, Scikit-Learn, AWS

PROFESIONAL EXPERIENCE

Senior Data Analyst, Experian Consumer Services   Oct 2022 - Present
- Develop measurement plans and processes including multivariate A/B tests and experimental design to evaluate performance of product changes and marketing results.
- Partner with internal stakeholders to bridge the gap between customer online behaviors and cross channel customer views to propose data driven strategies to optimize and improve new acquisitions, conversion and retention.

Lead Data Analyst, AAA Northeast   Apr 2018 - Oct 2022
- Implemented and optimized predictive lead scoring models and process analysis for CRM optimization.
- Provided data training and support on reporting best practices to analysts across 3 different departments.
- Developed data pipelines and established single source of truth dashboards for enterprise reporting.

Product Data Analyst, Mapfre Insurance   Dec 2016 - Apr 2018
- Created a SAS data pipeline for processing and matching rater data to quote and policy data within the data warehouse which reduced ETL time by roughly 75%.
- Designed a quote rater comparison intelligence report which gave the product team new insights into competitive intelligence.

Business Intelligence Developer, Ocean State Job Lot   Jun 2014 - Dec 2016
- Created an inventory management QlikView application which was adopted into the replenishment team's daily operations greatly improving the reorder process efficiency.
- Helped create and improve a sales forecast model for all frequently reordered items using historical sales and inventory data.
- Created a retail performance QlikView report which allowed buyers to measure and visualize gross margin per linear foot of individual item for the first time.

SELECTED PROJECTS

Solar Panel Detection with Transformers   Apr 2022
Comparative study of the performance of transformer models and state-of-the-art CNN models for semantic segmentation of solar panels in multi-resolution aerial and satellite images.

Large-Scale Graph Analysis   Dec 2021
Developed efficient parallalel algorithms using Spark and AWS for analyzing graph connectedness in large datasets.