JASMINE NG

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OBJECTIVE

Data Scientist with a Master's degree in Operations Research and over two years of experience applying advanced analytics and machine learning. Seeking a role to apply my data science expertise to innovative projects, driving actionable outcomes.

EDUCATION

Cornell University, College of Engineering   **Ithaca, NY**

Master of Engineering, Operations Research: Data Analytics Concentration || GPA: 3.8   *December 2021*

Bachelor of Science, Operations Research and Information Engineering || GPA: 3.4   *December 2020*

- **Relevant Coursework:** Statistical Data Mining, Data Science & Machine Learning, Applied Time Series Analysis

WORK EXPERIENCE

Guardian Life Insurance   **New York, NY**

Data Scientist II   *January 2022 — Present*

- Developed and deployed risk models to underwriters, automating 20% of POS decisions and reducing applicant costs by 10%
- Optimized rating models by embedding insights from physician notes and lab scans, saving $15 million a year
- Performed clustering to segment consumers by their psychographics to assist with market research and customer strategy
- Led the creation of a customer lifetime value framework, guiding premium servicing and targeted investments across segments
- Implemented models for lead generation and conducted AB testing for targeted marketing, lowering Cost Per Click by 39%
- Automated campaign performance reporting, detailing key metrics, cost breakdowns, and click attribution across platforms
- Constructed a fairness testing framework for ensuring regulatory compliance across all active AI applications in the company

Nestlé USA   **Arlington, VA**

Digital Analytics Intern   *June 2021 — August 2021*

- Built a natural language processing toolkit with sentiment scoring, topic modeling, and text mining capabilities using NLTK
- Automated product review synthesis, aiding brand managers in product growth decisions, saving 180 manual hours annually
- Applied NLP to empower the marketing team in identifying key content drivers, yielding a 15% lift in consumer engagement
- Implemented a pipeline to improve sales prediction to a MAPE of 5% by applying feature selection, clustering, and forecasting

The Home Depot   **Ithaca, NY**

Data Science Co-op   *November 2020 — May 2021*

- Increased online conversion rate by 37% by modeling the optimal landing page type and content for various customer segments
- Performed clustering and network analysis to predict a customer's purchase propensity and the most profitable journey path
- Conducted data wrangling to ensure sensible consumer behaviors in the clickstream data using Google BigQuery & Python

Cornell University Course Staff   **Ithaca, NY**

Graduate Teaching Assistant for Engineering Probability and Statistics   *August 2020 — December 2021*

- Conducted weekly instructional sessions mentoring undergraduates in applying R, SQL, and Python for Data Science purposes
- Cultivated a collaborative learning environment in lab sessions by fostering active student participation and teamwork

Aretove Technologies   **New York, NY**

Data Science Intern   *June 2020 — August 2020*

- Delivered a product recommendation engine in Neo4j and Python to an e-commerce client projecting a 20% revenue increase
- Implemented customer journey mapping and collaborative filtering to reduce merchandising funnel choke points
- Led training sessions to evangelize best practices for adoption of Neo4j machine learning practices and graph databases

TECHNICAL SKILLS

- **Data Science Tools:** pandas, NumPy, Scikit-learn, SciPy, NLTK, TensorFlow, Keras, PyTorch
- **Data Visualization:** Microsoft PowerBI, Tableau, Matplotlib, Seaborn, Plotly
- **Programming Languages:** Python, Spark, R, SQL, Julia, Cypher, Excel, PHP, Java, JavaScript, VBA, HTML, CSS
- **Technologies:** Git, Databricks, AWS (EC2, S3, AWS Lambda), Apache Spark, Hadoop, Jupyter, Excel, Azure