




JAMES HU

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EMPLOYMENT

Product Madness

San Francisco, California

Data Scientist

Jun. 2017 - Oct. 2018

- Evaluated radio campaign efficacy with dimensionality reduction to identify organic growth over baseline.
- Redesigned Tableau infrastructure and ETL processes for user acquisition team to understand and optimize core performance metrics on multi-million dollar monthly user acquisition spend.
- Worked with VIP team in supporting high value player retention with user based analysis, metrics, and event analysis through dashboards, ad-hoc analyses, and internal ETL processes.
- Created predictive revenue model to predict lifetime value with machine learning techniques to optimize user acquisition campaigns and provide signaling to intelligently adjust bids.

Independent Data Science Consulting

San Francisco, California

Data Science Consultant

2017

- Developed a corporate rental pricing model using Airbnb, Trulia, and different neighborhood metric data to improve pricing and understand inputs in corporate housing market.
- Applied natural language processing and clustering techniques to analyze live chat logs for a large nationwide telecommunications company on chat automation efficacy and secure a long term contract.
- Scraped a large-scale style image corpus for image processing and style detection and advised on future data science trajectory to small style related startup looking to leverage data science.

Galvanize

San Francisco, California

Data Scientist in Residence

2016

- Supported and mentored 30+ students to develop core data science, programming, and statistical skills.
- Improved data science and python programming curriculum for Data Science Intensive.
- Developed solutions utilizing machine learning techniques, recommender systems, and natural language processing in data science case studies to better approach real world data problems.

Strategic Insight

New York, NY

U.S. Data Research Associate

2014-2015

- Maintained SQL database of 60,000+ entries by building and using internal tools to query, manage, and validate data consistency for multiple large mutual fund and variable annuity providers.

EDUCATION

New York University - Leonard N. Stern School of Business

New York, NY

Bachelor of Science in Finance and Economics; Minor in Mathematics

2010-2014

PROJECTS

Heart-icle

- Used semi-supervised learning with Medium's user generated highlights to create better summaries.
- Scraped over 30,000 articles from Medium and The Atlantic using BeautifulSoup and Selenium Webdriver.
- Integrated Gensim's Doc2Vec and Medium highlight data to capture the relationship between an article and highlight, resulting in a model that uses vector math to calculate highlights from inputted articles.

SKILLS

Programming Skills: Python (NumPy, pandas, scikit-learn, SciPy, BeautifulSoup, Gensim, Flask)
Selenium, Java (Intermediate), git

Databases: Amazon Redshift, PostgreSQL, MySQL/MariaDB, MongoDB

Other Technical Skills: Apache Airflow, Tableau, Jupyter, Redash, Amazon Web Services (S3, EC2),
Server Administration, Linux (Ubuntu, CentOS 7), Nginx, Wordpress, LaTeX