

ANGELICA L. ROJAS

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EDUCATION

University of California, Berkeley

Bachelor's, Cognitive Science - Computational Modeling ; *Minor(s)*, Data Science; Science & Mathematics Education

Certifications: Human - Centered Design | *Extracurriculars:* Latinas in Tech, Data Science Education Program, Machine Learning @ CAL

General Assembly

Data Science

TECHNICAL SKILLS

Programming Languages/Libraries: SQL, Python (Pandas, NumPy, Matplotlib, SkLearn, SciPy, NLTK, statsmodel), HTML, Spark, Java, CSS

Software/Tools: Tableau, Excel, Jupyter, Google CoLab, git, Adobe Creative Suite

INDUSTRY EXPERIENCE

Technical Lead, Data Analytics & Business Intelligence

San Francisco, CA

WeWork (former MissionU, Series A)

December 2017 - Present

- Lead development & instruction of products in a fast-paced/consumer facing environment. Products (course offerings) include: Python, SQL, Statistics/Math, Machine Learning, Data Visualization, Engineering (e.g. Data Structures), Business Analytics (e.g. Economics), etc.
- Develop a product roadmap and lead a team of PHD data scientists & analytics staff to make strategic planning & product implementation with an average weekly NPS of 70%+.
- Manage data collection from learning/user experience. Implement regression modeling to identify key levers. Translate insights into features that improve user experience through efficient experiments.
- Develop technical career content that helps users land jobs at companies such as Spotify, Accenture, Salesforce, etc. as data scientist or analysts. Build relationships & outreach with partners and industry professionals to refine products and compile operations research.

Data Scientist

San Francisco Bay Area

Consulting

August 2014 - Present

- Work closely with cross-functional teams (e.g. Product Managers, Engineers, Marketers, Designers, etc) to help define, identify & proactively translate business insights into optimal decisions & action. Set business metrics that measure the health of products. Design & execute efficient queries & analyses to key stakeholders that influence product development. Design product experiments: Apply statistical algorithms to model user behavior, identify causal impact & attribution, build/benchmark business metrics to build products. Develop forecasts & reports for senior management. *Analytics Focus: Product, Marketing, Media, Business, Web*
- Organize unstructured data into a tabular form, normalize, & store in RDBMS. Clean, mine, and process large data sets (< 1TB). Design, analyze, & report on AB tests to understand product & make launch recommendations. Develop analytical frameworks to monitor business & product performance. Implement tools: internal Python packages, dashboards, technical documentation, & tutorials.
- Lead instruction & mentorship of data science to professionals from top companies such as Google, Facebook, Adobe, Microsoft, etc. Mentor, develop, & share analytical skills to support the talent within the team to help drive a data-first culture.

Data Science Content Developer

Berkeley, CA

UC Berkeley Division of Data Sciences

December 2015 - December 2017

- Developed & maintained data science content for undergraduate/graduate UC Berkeley courses alongside subject-matter-experts. Analyzed & conducted research experiments to design curricula for the #1 ranked public university in the world.
- Created data science modules including coding tutorials, technical/engineering labs, audio/video, instructor led/self-paced seminars. Communicated complex quantitative analysis topics to both a technical & non-technical audience in clear & concise manner.

PROJECT EXPERIENCE

ClickBait Classifier, Youtube

Youtube Creator Team

Machine Learning: Application of logistic regression modeling to build a classifier of clickbait vs. non-clickbait headlines from digital media with an accuracy score of 97%. Identified & interpreted search/ browse marketing trends, success metrics for YouTube influence r to increase viewer engagement & user experience, improve video content, & generate increased growth revenue on the YouTube Channel focusing on media marketing strategy & for user acquisition, user retention, re-engagement & sales (financial results)

Collected & Cleaned 10 GB of Unstructured Data

BioTech Company

Data Warehouse Creation: Collaboratively developed an emotion-aware recommendation system. Collected the data from multiple data sources by web scraping in Python, cleaned the data so the volume of data is reduced & for higher data quality, structured data in a tabular form, stored in databases, performed exploratory data analysis, & extracted insights that helped drive decisions & business operations.

Ad Click-Through Rate

Statistical Analysis: A/B testing to investigate which paid ad increases the click-through rate. Found percentage increase in clicks from current ad to new ad to be 33.9%. Financial Modeling Solutions: Determined where & how to spend incremental marketing dollars for the most impact (ROI) for sales organization & improve growth marketing investments/ advertising.