

Alex Cohen

DATA SCIENTIST

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PROFILE

Working in marketing strategy for the past 4+ years, I spent a lot of time analyzing campaign data to produce informed insights for past and future campaigns. Leveraging my strategy background, combined with a deep understanding and passion for Data Science, puts me in a position to provide a unique perspective for a marketing Data Science role. This technical knowledge along with my confident presenting and personal skills help to make me an ideal candidate.

SKILLS

Databases: SQL
Programming: Python, R
Statistics: Hypothesis Testing, A/B tests, Regression
Data Visualization: Tableau, Matplotlib, Plotly, Bokeh, Seaborn
Neural Networks: Tensorflow, Keras, Pytorch
Big Data: AWS, Hadoop, Spark
Machine Learning: Supervised and Unsupervised Learning

EXPERIENCE

Strategy Supervisor - Delta Air Lines | PHD Media

AUG 2018 - APR 2020, NEW YORK, NY

- Developed Delta's full funnel marketing strategy for national and regional campaigns resulting in a 7% increase in flight load factor and \$20MM in revenue
- Coordinated cross-channel media investment across internal buying teams (Digital, Social, Search, OOH, TV & Radio), promoting spending efficiencies
- Implemented improved process for budget tracking to streamline flowchart and billing process, helping to eliminate waste and identify human error

Strategist - Google | PHD Media

OCT 2017 - AUG 2018, NEW YORK, NY

- Identified audience insights to craft marketing strategy for Google Home resulting in Adweek's 2018 Media Plan of the Year
- Analyzed the impact of media plans on consumer behavior toward Google products to impact future strategies

Assistant Strategist - Google | PHD Media

FEB 2016 - OCT 2017, NEW YORK, NY

- Managed billing and internal flowchart tracking for multi-million dollar budgets

EDUCATION

BrainStation | Diploma Candidate, Data Science

AUG - OCT 2020, ONLINE

University of Michigan | Bachelors in Communications

SEP 2011 - 2015, ANN ARBOR, MI

PROJECTS

TO BE ADDED...