Daniel Learner

Daniel.J.Learner@gmail.com | 773-318-6042 | https://www.linkedin.com/in/daniellearner

EDUCATION

University of Chicago | M.S., Computer Science   June 2019
Northwestern University | B.S., Psychology and Theater   June 2014

WORK EXPERIENCE

Spins | Senior Data Scientist   Dec 2019 – Present
- Developed machine learning products using data from natural and organic grocery retailers.
- Implemented a new Data Science model serving architecture which provided REST service endpoints for models and increased cross team data accessibility. The project primarily uses FastAPI, Cloud Run, and Cloud SQL.
- Led a team in the creation and productionization of NLP and CV models which automate retailer sales data classification. Used a combination of Transformer and rule base models to predict item attributes from short retailer descriptions.
- Built named entity recognition pipelines to fuzzy match new ingredient names with known ingredients. The Airflow pipeline is triggered by PubSub events and runs a combination of Kubernetes and Cloud Functions.
- Created a new Big Query database providing the data science and product teams with easy access to billions of rows of weekly store level sales data.

Engage Arts (TBWA) | Data Scientist   Sept 2018 – Sept 2019
- Led the data science relationship with Nike search engine optimization stakeholders.
- Designed and built a data pipeline on AWS which processed millions of rows of daily search engine data. This work directly led to improved data accessibility, automated reporting, and anomaly detection.
- Developed customized methodology for digital marketing testing, measurement, and attribution.
- Introduced predictive, regression based models to client forecasting, enabling timely and better-informed decision making.

Digitas | Data Scientist / Senior Data Scientist   Sept 2014 – Nov 2017
- Managed digital marketing data science projects for client accounts in finance, CPG, telecommunications, and retail, each with a media spend of $25 million - $200 million annually.
- Built a decision tree model which produced daily conversion proxies for business analysts; increasing accuracy over the legacy methodology by 37%.
- Ran frequent A/B tests to optimize client spend and conversion
- Led team that created a cross-channel media attribution model for a Fortune 500 client.
- Won a global Digitas data visualization contest with a D3 visualization of a Bayes network representing a client's cross-channel marketing funnel.

ADDITIONAL SKILLS

Programming Languages: Python, R, Java, JavaScript
Tools: GCP, AWS, Git, SQL, Docker, Kubernetes, Airflow, PySpark, Concourse, TensorFlow, PyTorch, Tableau