

LISA GIRARD – DATA SCIENTIST

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SUMMARY

Data Scientist/Product Manager experienced in data cleaning/EDA, machine learning, data visualization, and predictive/interpretive modeling analysis using Python, SQL. Accomplished problem solver with 10+ years of experience overseeing all aspects of digital marketing, communications, project management, and product launches.

TECHNICAL SKILLS

Software: Python, SQL, Jupyter Notebook/Google Colab, Pandas, NumPy, sklearn, seaborn, matplotlib

Tools: GitHub, Google Analytics/Tag Manager/Looker Studio, data visualization

Additional Skills: Exploratory Data Analysis (EDA, cleaning, wrangling, feature engineering), ETL, applied statistical analysis (classification/regression, significance testings, modeling, prediction), A/B testing, supervised/unsupervised machine learning, Deep Learning, HTML/CSS

PROFESSIONAL EXPERIENCE

Thinkful.com / Chegg

Data Science, Graduate

Online

04/2022 - 02/2023

Projects

Radio In A Digital Age | online at bit.ly/LG-radiodata

A/B Testing implementation and analysis

- Developed A/B testing model on Billboard Hot100 chart data
- Analyzed song chart time via weeks-on-board pre-and-post digital age (circa 1999)
- Implemented statistical analysis to determine songs did chart for longer periods after 1999
- Recommended stakeholders optimize advantages of digital music content delivery

Psychedelics Use and Mental Health Conditions | online at bit.ly/LG-PsychedelicMHCs

Supervised Machine Learning modeling and analysis

- Analyzed mental health conditions in relation to psychedelics users
- Conducted supervised machine learning model comparison between 4 classification algorithms and 6 resampling techniques
- Predicted psychedelics use in people with mental health conditions and prior psychedelics knowledge
- Established relationship between mental health and psychedelics use and encouraged stakeholders to consider this relationship in terms of psychedelics as a therapeutic modality for mental health care

Evaluating Snowsports Participation Decision Factors | online at bit.ly/LG-SkiingDecisionClusters

Unsupervised Machine Learning modeling and analysis

- Analyzed what conditions contribute to the decision to participate in snowsports at a Norwegian ski resort

- Conducted unsupervised machine learning model comparison between 4 algorithms and 3 dimensionality reduction techniques
- Discovered 6 distinct clusters of "types of skiers" that were identified by family status, distance from resort, weather preference, age, gender, and more
- Advised Marketing, Operations, and C-Level leaders how to use clusters to implement marketing and management changes

Behind the Goggles: Unmasking Ski Resort Customers | bit.ly/LG-UnmaskingSkiResortCustomers

Unsupervised and supervised predictive classification modeling and analysis

- Identified four (4) customer clusters with unsupervised learning
- Used logistic regression to determine characteristics of each customer cluster
- Analyzed cluster targets in regards to: ancillary spending, lift ticket pricing, and weather preference
- Provided three (3) business-case uses for each cluster
- Advised Marketing, Operations, and C-Level leaders how to use identified clusters to implement marketing and management changes

35000 Watts: The Story of College Radio - a documentary film

Remote

Communications Strategist and PR/Marketing Evangelista

03/2022 - Present

- Successfully marketed 30-day Kickstarter campaign to achieve \$50,000 funding goal: May, 2022
- Develop communications strategies focused on crowdfunding campaign and post-production film release
- Advise and guide Director/Producers on best practices for digital communication strategy and execution
- Lead marketing idea generation and research
- Ensure and implement data collection for data-driven decisions regarding digital communication channels and strategies
- Aid in data analysis in collaboration with team members and third-parties
- Foster industry, alumni, and organizational relationship building and outreach

Jeffco Public Schools

Golden, CO

Manager of Digital and Strategic Communications

04/2019 - 02/2022

- Oversaw all digital communications including website management, multi-media strategies, email, social media, intranet, digital apps, and other digital media efforts
- Led communications research and analytics to support audience engagement, efficient use of communications channels, key messaging, and content generation
- Identified and resolved digital communications challenges with strategic consultation and direction
- Directed team members and colleagues for consistent accomplishment of targeted objectives

EDUCATION

University of Denver

Denver, CO

Digital Media Studies, Master of Arts

2005

Texas Tech University

Lubbock, TX

Telecommunications, Bachelors of Arts

1996