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SUMMARY

Former Real Estate Agent turned Data Scientist with 9+ years of diverse experience in client communication, startup growth, market analysis, and social media marketing. Currently specializing in machine learning, data analysis, and fostering collaboration between technical and non-technical teams.

SKILLS

Data Science, Data Analytics, Data Engineering, Python, SQL, Spark, Tableau, PowerBI, AWS, Excel, Natural Language Processing, Machine Learning, Ad Tech

EMPLOYMENT

IWCO · Data Scientist · October 2022 - November 2023 · Remote

- Pioneered the creation of a state-of-the-art Customer Profile Generator in Python, enabling clients to leverage their first-party data and Acxiom consumer data for insights into their current and potential customer base, yielding significant value by generating an additional monthly passive income of \$10K for IWCO.
- Used **SQL, Python, Numpy, Pandas, Spark** and other data science libraries daily for response and attrition modeling, campaign performance assessment modeling, and used tools such as **Excel** and **Tableau** for customer profiling and segmentation, customer lifetime value analysis, and customer/business trend analysis.
- Key contributor to a team that drove \$5 million in revenue for the company.
- Spearheaded the development and maintenance of cutting-edge internal tools, resulting in a 40% increase in workflow efficiency and enabling data-driven decision making across the organization.
- Converted complex technical data into tailored reports for clients, delivering actionable insights that boosted marketing ROI and propelled IWCO to become the #1 leader in Direct Mailing.
- Created custom **Tableau** dashboards for individual client use that automatically updated weekly.

Metis · Data Science & Machine Learning Fellow · January 2022 - April 2022 · Remote immersive data science bootcamp

Completed Projects:

Classification: Predicting Income

- Built a classification model in Python to predict whether an individual will make an income below \$50k or above/equal to \$50k (median income of data used) using a census data set from Kaggle.
- Scaled data and performed Gridsearch to optimize hyper-parameters to achieve a predictive score of 80%.
- Molded using Logistic Regression, RidgeClassifier, RandomOverSampler.

Natural Language Processing: Historical Presidential Tweets

- Applied NLP techniques in Python, including sentiment analysis and topic modeling, to extract insights from an extensive dataset of 56,571 presidential tweets for the years 2009-2021.
- Featured engineered tweet sentiment over time with VADER and Time Series.
- Explored topic modeling techniques, including LSA, NMF, and CorEx.
- Identified topic patterns over time with CorEx and CountVectorizer using Time Series.

Machine Learning: NBA Scoring Prediction

- Deployed automated web scraping on 1,316 pages of data on all time NBA scorers from NBA.com using Beautiful Soup & Selenium in Python.
- Implemented models using Linear Regression and LassoCV Regression to achieve a predictive R^2 score of 78%.
- Incorporated Statsmodels and Scikit-learn for modeling, hyper-parameter tuning and evaluation metrics.

The Loom Group & Nooklyn.com · Real Estate Agent · May 2011 - June 2016, June 2016 - May 2020 · Brooklyn, NY

- Played an instrumental role in propelling Nooklyn's growth from a startup to the #1 rental real estate company in Brooklyn.
- Built strong relationships with owners and renters, understanding their unique property needs, timeline, and budget through effective communication. Achieved success with 30% of business generated through valuable referrals.
- Leveraged market analysis to deliver valuable insights to clients and owners, crafting compelling market proposals informed by trends, resulting in a 70% success rate in closing deals with prospective clients.
- Optimized communication channels among clients, owners, and stakeholders, yielding a 25% reduction in response time and a 30% acceleration in deal closure.

(Additional professional experience and details available on: [linkedin.com/in/kyle-a-turner](https://www.linkedin.com/in/kyle-a-turner))

EDUCATION

Berklee College of Music, Boston, MA
Bachelor of Arts Music Production & Engineering 2008

Community College of Baltimore County, Essex, MD
Associates of Arts Music 2005

ACTIVITIES

Cellist, Biking, Driftwood Artist, Sailor/ Kite Boarder, Home Wine Maker, Record Collector