Dillon Diatlo
Data Analyst

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Data Analyst with a background in marketing. 10+ years of experience in analysis, optimization, problem-solving, cross-functional collaboration, and presentations. Proficient in SQL, Python, Tableau, and AI learning models.

SKILLS
Programming Languages: Python, SQL, R, Scala **Python Libraries:** Pandas, Numpy, Matplotlib, Seaborn, Scikit-learn, TensorFlow, Keras, Geopandas **Tech:** Tableau**,** Git, JupyterNotebooks/Labs, VS Code, Google Colab, Databricks, BigQuery **Data:** Supervised and Unsupervised Modeling, Data Collection, Data Cleaning, Data Visualization, Data Analysis and Analytics, Dashboards, Data Pipelines, A/B testing, Predictive Modeling, Linear Models, Tree-based Models, Web Scraping, Support Vector Machines, Clustering, Time Series, Forecasting, ARIMA, Neural Networks, Principal Component Analysis (PCA), Large Langauge Models (LLM), Natural Language Processing (NLP) **Soft:** Empathy, Communication, Adaptability

PROJECTS
[Forecasting & Predictive Analytics for Taxi ROI](#) | **NYC Taxis** | Apr 2024
- Conducted detailed analysis on 212M rows of data, unlocking patterns used for predictive and time series modeling
- Engineered GradientBoostRegressor to predict the NYC taxi zone with the highest ROI, achieving 87% r^2 score
- A/B tested pipelines and models; XGBoost, LinearRegression, GradientBoost, RidgeCV, and LassoCV
- Deployed [Streamlit app](#) with integrated OpenWeatherAPI for real-time operation of predictive model

[NLP, Sentiment Analysis, & User Segmentation](#) | **Reddit** | Apr 2024
- Analyzed 10k+ rows of unstructured data to unlock audience segment insights for marketing strategy
- Built a LogisticRegression model to categorize Reddit posts, achieving an accuracy of 97% from 45% baseline
- Designed pipelines with CountVectorizer, lemmatizer, and more for sentiment analysis and classification modeling

RELEVANT EXPERIENCE
Data Science Bootcamp | **General Assembly** | Remote | Jan. 2024 – April 2024
> Completed 700+ hours of expert-led instruction in machine learning and statistical analysis, as well as hands-on learning in predictive modeling, data visualization, and AI fundamentals.

Developed projects, including:
> **Data Scientist** | Neural Networks: 4 data scientists - EDA and predictive modeling - Pandas, Numpy, Matplotlib, Seaborn, RandomForest, ExtraTrees, DNN, LogisticRegression - Built a DNN that predicts Spotify song popularity, achieving accuracy of 79% from 56% baseline
> **Data Scientist** | Image Classification: 4 data scientists - EDA, predictive modeling, stakeholder presenter - Google Colab, BigQuery, TensorFlow, Keras - Built and deployed CNN model within Streamlit site to accurately classify a picture of a hotdog

Copy Analyst | **Contractor** | NYC, NY | Aug 2023 - Current
- Partnered with XD and product to evaluate 300+ data points to identify content gaps and organize site architecture
- Translated, organized, edited, and delivered branded copy derived from Pfizer's data-driven insights
- Proposed copy solutions to project leadership for Pfizer's extensive, 600+ page brand style guide

Senior Copywriter | **Code & Theory** | NYC, NY | June 2022 – Aug 2023
- Analyzed Amazon data to create [Webby Award-Nominated](#) Amazon Small Business campaign
- Audited e-commerce competitors to identify trends for client website and campaign optimization
- Translated data-driven insights into KPIs, goals, and website copy for Morgan Stanely, Baron Capital, Simpli.fi, Microsoft

Senior Verbal Designer | R/GA | NYC, NY | March 2020 - May 2022
- Analyzed competitor data from 50+ organizations to identify brand-positioning opportunities
- Transformed data into 10+ verbal brand identities for companies including Cigna's Evernorth, The XFL, Covenant House, Racetrac, Legos, and more
- Collaborated with ECDs and Head of Visual Design to build full brand style guides for Fortune 100s

Senior Copywriter & Editor | Engine Group | NYC, NY | Feb 2018 - Jan 2020
- Analyzed Gen-Z segment data to redesign the Birthright trip and win Birthright as a $500,000 client
- Wrote and deployed data-driven digital marketing campaigns, surpassing KPIs by 4000%
- Partnered with CEO and CMOs to translate complex technical concepts into non-technical sales material

EDUCATION
General Assembly | Data Science Bootcamp | Remote
Bachelors | English | University of Pittsburgh | Pittsburgh, PA

CERTIFICATIONS
Codecademy | Learn Python 3
Codecademy | Code Foundations Skill Path Certification
Codecademy | Learn How to Code Course Certification
LinkedIn | How to Research and Write Using Generative AI Tools Certification

CERTIFICATIONS
Coursera | Snowflake for Business Analysis