**Clara Hyunyoung Shin**

**Senior Data Scientist**

Highly motivated and skilled data scientist with 5+ years of data, machine learning and statistical analysis experience. Expertise in building machine learning models, recommendation engines, evaluation systems, experimental design and predictive analytics. Professionally experienced fields include e-commerce, digital subscription, video and advertising.

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**TECHNICAL SKILLS**

**Language** Python – pandas, NumPy, scikit-learn, gensim, PySpark, Keras

 R – tidyr, dplyr, ggplot2, Shiny, tm, randomForest

 SQL, node.js

**Machine Learning** Recommendation engines, NLP, image processing, forecasting

**Platforms** AWS, Domino, DataBricks, Tableau, Snowflake, Domo

**PROFESSIONAL EXPERIENCE**

**Senior Data Scientist**

FabFitFun, Inc.

***03/01/2019 – 04/13/2020***

* Contributed to increased revenue and great convenience to CRM team, by collaborating in creation of automated product recommendation system for seasonal flash sales.
* Encouraged research environment to Algorithms team, by building evaluation system for recommendation engines.
* Provided strategies for every upcoming sale to marketing teams, by leading statistical testing and analysis of sale results.
* Building machine learning model based on Spark, working on feature creation and engineering, and cleaning data.

**Business Insights Analyst @ Data Science**

Disney Direct-to-Consumer & International

***07/03/2016 – 02/28/2019***

* Provided insights to Disney Apps (Freeform, Club Penguin Island), built machine learning features and feature importance.
* Worked on building machine learning model on audience segmentation on Disney fan base.
* Disney Data and Analytics Conference: Forecasting Viewership

**Data Scientist**

Maker Studios, Inc. The Walt Disney Company

***01/05/2015 – 07/02/2016***

* Built viewership forecasting system for 30,000+ YouTube channels with anomaly detection
* Supported Data Engineering team with ETL data ingestion from Google Analytics and Shopify, into Redshift and S3.
* Won Best of Disney – Analytics award, for “YouTube Data at Scale” project.

**Data Science Intern**

Maker Studios, Inc. The Walt Disney Company

***08/18/2014 – 11/14/2014***

* Collaborated with Finance and Marketing teams, by building automated Tableau and Domo dashboards
* Completed graduate school thesis based on the internship experience and resources

**EDUCATION**

**MS Statistics (Supporting Field in Computer Science)**

University of Minnesota, Twin Cities

***09/03/2012 – 11/26/2014***

* Thesis: Quantile Regression Forest Analysis of YouTube Data

**Bachelor of Business Management and Economics**

Handong Global University, Pohang, South Korea