

# KAYLA STARMER

## DATA SCIENTIST

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## SUMMARY

Data scientist with a background in clinical neuroscience and a proven track record of building revenue generating relationships with healthcare industry leaders.

## KEY ATTRIBUTES

### BUSINESS NEEDS DRIVEN

Ability to keep a pulse on the business need and act with the most relevant deliverables in mind.

### ANALYTICAL

A genuine interest in how things work, finding the root cause, correlations, and hypothesis testing.

### RESOURCEFUL

Ability to adapt well and problem solve by thinking creatively

### CURIOS

Consistently on a quest for knowledge, new ideas, and different viewpoints to be as informed as possible

## SKILLS

### PYTHON

Numpy  
Pandas  
Scikit-learn  
NLTK  
BeautifulSoup

### MACHINE LEARNING

Linear Regression  
Natural Language Processing  
Classification  
Model Selection  
KNearest Neighbors (KNN)  
Principal Components Analysis (PCA)

### VISUALIZATION

Tableau  
Seaborn  
Matplotlib  
Plotly

### DATABASES

SQL  
MongoDB

## EXPERIENCE

### Metis

#### Data Scientist

New York, NY  
March 2020 - Present

Completed an immersive 12-week data science bootcamp with a strong emphasis on project-oriented skill-building in problem solving, data wrangling, statistical modeling, machine learning, visualizations, and communication of deliverables to both technical and non-technical stakeholders. Project highlights include:

#### The Evolution of Hip Hop through NLP:

- Performed topic modeling using Latent Dirichlet Allocation on a collection of over 14,000 hip hop songs across four decades to examine subject content over time
- Scraped text data from the website lyrics.com using BeautifulSoup
- Preprocessed text with NLTK and RegEx
- Produced visualizations with Tableau to show time series topic fluctuation

#### MedEx: A Drug Recommender App

- Identified topics for over 50,000 drug reviews and built content-based recommender system using CountVectorizer, non-negative matrix factorization, and cosine similarity
- Developed a prototype web app using Flask that allows users to enter symptom and receive most highly rated drugs for that symptom

#### Predicting a Customer's Instacart Order:

- Predicted whether items would appear in a user's current instacart order by utilizing classification algorithms and engineering features to optimize f1-score (logistic regression, random forest, gradient boosted trees)
- Reduced validation error by 50%+ by handling class imbalance, ensembling, and gradient boosting

#### Predicting the Willingness to Try a Vegan Recipe:

- Predicted the willingness to try cooking a vegan recipe as measured by number of recipe votes
- Scraped 1,500 recipes from minimalistbaker.com using BeautifulSoup
- Selected specific nutritional characteristics using LASSO feature selection and modeled those features using Linear Regression

#### The Next Williamsburg - Where Should the Next Brooklyn Residential Luxury Hub Be Built?

- Combined NYC subway turnstile data with residential demographic data to better understand and visualize where the next residential luxury building could thrive (Pandas, Seaborn, Plotly)

### Indeed

#### Strategic Growth Consultant - HR Business Insights

New York, NY  
November 2018 - March 2020

As a Strategic Growth Consultant, worked closely with high potential clients as a trusted advisor to bridge the gap between knowledge gained through data-driven analyses and the crafting of a robust recruitment and branding strategy.

#### Duties & Results:

- Analyzed client campaign performance metrics to extract actionable insights to drive procurement strategy decisions
- Delivered engagement and revenue analysis to business leaders after building data workflows to understand current recruitment campaigns
- Successfully designed and presented recruitment and branding initiatives to a portfolio of over 100 SMBs with the goal of harnessing the power of data in order to achieve their recruitment and branding goals
- Instilled the importance of data-driven decision making with respect to recruitment strategy through the design of market insights reports, hypothesis testing and self-service analytics platform training
- Responsible for \$2 million in annual procurement budgets across clients

### Real Life Sciences

#### Life Sciences Strategic Partnerships Consultant East Coast Region

New York, NY  
December 2017 - October 2019

As a Life Sciences Strategic Partnerships Consultant at Real Life Sciences, objective was to grow strategic partnerships within the Life Sciences sector along the East coast.

The metrics for success in this function were to capture hiring spend in various business units and growing the Strategic Account Portfolio through consistent client development activities. Consistently performed in the Top 5% of 450 of Business Development consultants nationally based on revenue growth.

Client Portfolio included Biogen, Celgene, Daiichi, Eisai, Takeda, Shire and Mallinckrodt.

#### Duties & Results:

- 30+ Onsite Client meetings per month
- Identifying and understanding industry trends
- Achieved avg. 162% of 2018 Revenue growth target in my portfolio.
- Relationships are of the utmost importance: clients were CMO's, CFO's, Procurement VP's, HR VP's and Business heads.

### Zearn Math Nonprofit

#### Coding Associate (temp)

New York, NY  
November 2016 - January 2017

- Collaborated with software engineers, designers, and educators to define, prioritize, and deliver high quality digital math lessons and supplementary teaching tools
- Developed student interactive website with Javascript

### Blenheim CDP Social Action Charity

#### Research Assistant

London, UK  
October 2015 - October 2016

- Worked as the principal investigator of MSc clinical neuroscience dissertation research project focusing on the interaction between drug use and sleep quality with an emphasis on novel psychostimulants
- Secured external partnership with Blenheim CDP and NHS in order to recruit 110 patients to participate in sleep study
- Coordinated the data management of sleep study and patient health records in compliance with federal regulations and internal policies by ensuring accurate and timely compilation of subject data, programs, studies, and protocols

## EDUCATION

### University of Roehampton

#### MSc Clinical Neuroscience 2016

Thesis: the Investigation of Novel Psychoactive Drugs on Sleep Quality

### Binghamton University

#### BA Psychology, Pre-Med 2015