

MITCH BRINKMAN

FLEDGLING DATA SCIENTIST

✉ mitch.brinkman@gmail.com 🌐 <https://mitch3186.github.io/> 📞 651-271-0411 📍 Chicago, IL 60613

in [linkedin.com/in/mitch-brinkman/](https://www.linkedin.com/in/mitch-brinkman/) 🔄 mitch3186

SUMMARY

Fledgling data scientist who is already a dynamic verbal & written communicator, adept at relationship management, and telling the right story. Blended background of finance, video production, editing, and marketing has created a data swiss army knife.

SKILLS

COMMUNICATION: Exemplary presentation skills, Active listener, Participatory leadership, Copywriting, Editing
TOOLS: SQL, Pandas, Tableau, Machine Learning, Python, Scikit-learn, Hootsuite, Hubspot, Office Suite, Adobe Suite, Salesforce, Pipeline
ROLE-BASED: B2B marketing, Customer relationship management, Social media management, Production planning, Account management

EXPERIENCE

Metis Chicago, IL
Data Science Student Mar. 2020 to June 2020

Projects:

Linear Regression: *Predicting my favorite NBA team's plus/minus for a game*

- Utilized BeautifulSoup to scrape 9 seasons of data from basketball-reference.com. Wrangled with pandas dataframes.
- Deployed lasso regression and OLS model to determine the correct and vital features for my regression model.
- Ridge & linear regression were each explored with the train-test split to determine that linear regression was the optimal model.
- The r2 score of .331, wasn't high but it correlates with my favorite team as they too are inconsistent.

Classification: *Classifying Portuguese Wine as "Good" or "Meh"*

- ~10,000 wine tech sheets were wrangled with Postgres SQL & pandas
- Determined important features of model after some feature engineering using an OLS model and paring using p values.
- Ran KNN, Classification Trees, Random Forest, Naive Bayes, Support Vector Machine (SVM), and ensembling models on the data.
- Achieved an F1 score of .67 with Random Forest as the best performing model. Built a flask app to run the model with user wine input

Unsupervised Learning: *Themes in Education, Healthcare & Banking within Senate Speeches*

- Wrangled 3.5 million speeches from the Congressional Record, stored in Postgres SQL & worked with pandas.
- VADER sentiment, regex text cleaning, tokenizing, lemmatizing/stemming, and topic modeling with NMF were deployed to find insights
- Discovered from the corpora that the topics present throughout the debate on healthcare haven't changed over the past four decades.

UBK Studios Chicago, IL
Executive Producer Dec. 2016 to Current

Developing marketing concepts, writing, and producing content for clients. Day of production challenges includes identifying and solving problems as well as coaching talent on performance and script. After filming, responsibilities include first-pass editing and consulting on the final cut.

Verblio Chicago, IL
Marketing Content Writer Mar. 2019 to Feb. 2020

Wrote blog articles for Verblio corporate clients, optimized for SEO.

New City Moving, LLC Chicago, IL
Marketing Manager Sept. 2017 to Apr. 2018

Planned, built and executed original B2B marketing campaign in a new geographical market for the company. Purchased all billboard space for the outdoor campaign and improved the CPM by approximately 60%. Created, scheduled and posted social media content for Twitter/FB/Instagram accounts. Directed and planned all New City Moving charitable efforts as well.

American Osteopathic Association Chicago, IL
Residency Program Account Specialist July 2011 to Sept. 2016

Managed the residency standards and program inspections for all osteopathic postdoctoral training programs in the United States. Implementation, update and seamless communication with specialty colleges and AOA boards was imperative in this position.

EDUCATION

DePaul University
Bachelors of Science in Commerce Finance 2011