

ZACHARY SCHAEFFER

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EDUCATION

University of Florida
MS International Business
2020
B.S.B.A Information Systems
2019
B.A. Sustainability Studies
2019

SKILLS

PROGRAMMING

Python
SQL
Java
C#
R (tidyverse)

MACHINE LEARNING

Regression
Classification
Clustering
Natural Language Processing

DATA TOOLS

Scikit-learn
pandas
Numpy
Spacy
NLTK
Gensim
BeautifulSoup
Google Cloud
Docker

DATA VISUALIZATION

Flask
Seaborn
Matplotlib
Tableau

MICROSOFT OFFICE

MOS Certified

EXPERIENCE

Metis

Data Scientist

Remote

Sept. 2020 to Dec. 2020

Completed a rigorous ACCET accredited project-based data science bootcamp that focused on Python programming, machine learning, data analysis, natural language processing, and communication. **See projects section for details**

R3 Worldwide

Business Development Analyst

New York, NY

June 2019 to Aug. 2019

Managed database solutions for a leading international marketing consulting firm to support expansion into a New York office.

- Created marketing automation infrastructure in HubSpot, using workflows and templates to simplify and standardize outreach, allowing for more targeted customer engagement.
- Conducted database operations including data cleansing, acquisition, and segmentation, ultimately leading to a 68% reduction in erroneous and superfluous data.
- Lead research initiatives into best practices and emerging technologies to guide round-table talks and lunch and learns, demonstrating company thought leadership in the marketing and advertising space.

LiveGreen App

Product Development Consultant

Gainesville, FL

Jan. 2019 to May 2019

Closely advised company founders during the early stages of product development, creating an innovative app to allow users to quantify, reduce, and offset their daily carbon footprint.

- Composed a comprehensive 35-page business plan for entry into multiple startup funding competitions.
- Won first place at UF's annual Big Idea competition, securing a grand prize of \$25,000.

SerVC

Financial Services Intern

Tel-Aviv, Israel

June 2018 to Aug. 2018

Collaborated with industry-leading CFO to conduct full fund administration services for 8 international venture capital funds.

- Prepared capital account statements and portfolio summaries, presenting deliverables to the CEO and software engineers to help with the creation of SerVC's cutting edge fund administration software.
- Reviewed partnership agreements and legal documents to ensure distribution and reporting compliance.

GeoScope Solar

Operations and Business Development Intern

Livingston, NJ

May 2016 to July 2016

Utilized progressive financing, flexible designs, and creative marketing to expand solar operations throughout northern New Jersey.

- Conducted research on the latest government incentives and potential clients, organizing valuable information into spreadsheets for salespeople, leading to over 1 gigawatt of new solar installations.
- Engaged in a diverse range of company activities including site analysis, installation, and sales, offering valuable insight into the operations, marketing, and management of a company at the forefront of a highly competitive, developing industry.

The Valerie Fund

Public Relations Intern

Maplewood, NJ

June 2017 to Aug. 2017

Volunteer fundraising and outreach specialist assisting summer operations to benefit children with cancer and blood disorders.

- Managed volunteers and operations at the annual Walk & 5K Run, attended by over 4,000 people and raising over \$1,000,000.
- Maintained communications with donors, sponsors and volunteers throughout multiple fundraising campaigns.
- Organized financial data using Raiser's Edge, a non-profit fundraising software, to ensure accountability and transparency.

PROJECTS

EDA with MTA Turnstile Data

Python, pandas, matplotlib, Seaborn

Tamed unruly MTA data set with pandas to determine effective canvassing schedule for hypothetical client, "Women in Tech." Created heat maps and and bar charts to demonstrate stations and times with peak ridership to maximize outreach.

Regression and Regularization for Fantasy Football

Web scraping via BeautifulSoup, statsmodels, scikit-learn, hypothesis testing

Scraped over 15 years of NFL statistics to create a fantasy football draft-day guide. Compared simple, LASSO, and RIDGE regression methods to maximize accuracy in predicting a player's final fantasy points from their previous years statistics.

Classifying Climate Simulation Failures

Classification and regression algorithms (Knn, logistic regression, SVM, decision trees, and random forest), SQL, cloud servers.

Tested various supervised classification techniques on climate simulation statistics provided by the University of California Irvine to determine critical conditions that would lead to simulation "failure." Compared Accuracy, Precision, Recall, F1, and ROC-AUC curves to select best models.

NLP for Efficient Disaster Response

Unsupervised machine learning, dimension reduction (PCA, SVD, LDA, NMF), topic modeling

Cleaned and processed 30,000 messages and news articles from natural disaster recovery zones to categorize them by topic, allowing for a faster and more targeted recovery effort.

Time Series Predictions for European Energy Demand

Fbprophet, ARIMA, Tensorflow

Used European Energy API, ENTSOE, to explore the energy mix in various European countries. Focused exploration on total energy demand, wind generation, and solar generation to determine whether these countries were on track to meet their Paris Climate Agreement targets. Predicted future outcomes using ARIMA and LSTM sequential neural networks.