

# ANNA BRADLEY- WEBB

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## Skills

### PROGRAMMING LANGUAGES

Python  
SQL  
HTML/CSS

### PYTHON PACKAGES

Pandas  
NumPy  
SciKitLearn  
StatsModel  
BeautifulSoup/Selenium  
Flask  
SQLAlchemy

### VISUALIZATION

Tableau  
Matplotlib  
Seaborn

### SUPERVISED LEARNING

Linear Regression  
Logistic Regression  
Naive Bayes  
K-Nearest Neighbors  
Decision Trees  
Random Forest  
Support Vector Machine

### UNSUPERVISED LEARNING

Dimensionality Reduction  
Clustering  
Natural Language Processing

### CLOUD AND DATABASES

AWS  
PostgreSQL  
MySQL  
MongoDB

### FOREIGN LANGUAGES

French  
Italian

## Education

Bowdoin College  
Bachelor of Arts 2016  
English, Italian

## Experience

### Metis

Data Science Fellow

Chicago, IL  
Mar. 2020 to June 2020

- ACSET-accredited, selective data science training program
- Curriculum centers on Python programming, statistics, supervised and unsupervised learning, project design, visualization and communication
- Designed and executed five data science projects from question design to data gathering, exploratory data analysis, modeling and visualization and presented findings

### Full Measure Education

Director, Content Marketing

Washington, DC  
June 2019 to Feb. 2020

- Designed company's first marketing plan and launched 20 marketing campaigns, which led to company's first inbound sales leads, peaking at 7 inbound leads per week
- Tracked performance of marketing campaigns and sales messaging through A/B testing and analyzed results
- Assisted in training team of 4 new Sales Development Representatives and built workflows in Salesforce to increase their productivity
- Automated Salesforce processes to significantly reduce the sales team's manual data entry

### Communications Manager

Dec. 2018 to June 2019

- Wrote and implemented 30 mobile communications plans for universities and community colleges, which resulted in more than one million text message and push notifications sent to students
- Built and maintained over 40 dashboards using PostgreSQL for clients to track campaign results and progress towards campaign goals
- Designed and piloted Summer Melt Prevention communications strategies, which led to 15% increase in first-year student retention at the pilot institution

### DDC Public Affairs

Associate, Client Relations

Washington, DC  
Nov. 2017 to Dec. 2018

- Primary point of contact for over 40 clients, including Fortune 100 companies and major trade associations
- Trained over 40 clients in DDC's proprietary technology and ensured successful use of product
- Acted as liaison between technical teams and client and triaged client technical concerns
- Oversaw short- and long-term technical projects, managed project budgets and advocated for client needs

### SITE Lombardy Fellowship

Content Language Integrated Learning (CLIL) Teacher

Bergamo, Italy  
Sept. 2016 to June 2017

- Teacher at the Collegio Vescovile Sant'Alessandro
- Planned and taught English-language curricula in 11 subjects, including math, physics and history, for 350 Italian high school students
- Collaborated with colleagues in a fully Italian-speaking environment

## Projects

### Recommending Your Next Favorite Book (Recommender Systems)

- Gathered data using New York Times Books API and Goodreads API
- Built a PostgreSQL database on AWS to store data
- Through natural language processing, identified topic makeup of each book
- Designed two recommender systems to recommend non-bestselling books based on a bestseller that the reader liked
- Built a Flask app to provide recommendations

### Trends in US and Italian Official COVID-19 Briefings (Natural Language Processing)

- Scraped transcripts of official briefings from whitehouse.gov and official Italian site using BeautifulSoup Python package
- Built a MongoDB database to store text data
- Used topic modeling (non-negative matrix model) on lemmatized text to identify key topics in each document
- Built an interactive dashboard showing how the content of the briefings changed over time in both Italy and the US

### Predicting Adoption Status of Pets Listed on Petfinder (Classification Modeling)

- Extracted training data using Petfinder's API
- Built a PostgreSQL database on AWS to store data
- Identified pets that were likely to be adopted within 30 days of listing using a Random Forest Classifier with an 84% accuracy score
- Designed a Flask web app that takes information about a pet and predicts adoption status. If pet is not predicted to be adopted, the app suggests improvements to the listing to increase adoptability

### Predicting College Acceptance Rates and Identifying Key Features (Regression)

- Scraped data from the Princeton Review using BeautifulSoup Python package
- Feature-engineered data and used a LASSO Linear Regression model to predict college acceptance rates
- Created visualizations in Matplotlib to show predicted values vs. actual values