

# CHRIS DOENLEN

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## SKILLS

### LANGUAGES, LIBRARIES, AND TOOLS

Python  
SQL  
NumPy  
Pandas  
SciKit-Learn  
SpaCy  
NLTK  
PySpark  
Keras  
TensorFlow  
Git and version control  
Excel / Sheets  
Web scraping  
Google BigQuery  
Salesforce

### MACHINE LEARNING

Regression  
Classification  
Natural Language Processing  
Neural Networks  
GANs  
GPT-2

### DATA VISUALIZATION

Matplotlib  
Seaborn  
Tableau  
HTML/CSS  
Flask  
Dashboards

### STRATEGY

Fundraising  
Financial Modeling  
Powerpoint/Slides  
Startups

## EXPERIENCE

### Metis

#### Data Scientist

San Francisco, CA

Sept. 2020 to Current

*ACCET accredited, immersive 12-week data science bootcamp with a strong emphasis on project-oriented skill-building in problem solving, data wrangling, statistical modeling, machine learning, and communication of deliverables.*

*Project highlights include:*

- **AI Generated Tarot:** created a custom deck of tarot cards with deep learning: implemented StyleGAN2-ADA to generate card images, re-trained GPT-2 to generate card descriptions, and used NLP techniques to group and match meanings with images
- **How to Troll the World:** used natural language processing and unsupervised machine learning algorithms to conduct topic modeling and sentiment analysis on a dataset of Russian troll tweets leading up to the 2016 US presidential election
- **Twitter Bot or Not:** used supervised machine learning classification modeling and deployed a flask app that allows users to predict the likelihood that a Twitter user is a bot
- **Predicting Rental Prices in San Francisco with Linear Regression:** used web scraping to create a dataset of +3,000 apartment listings on Craigslist and used linear regression to predict rental prices based on size, location, and amenities

### Nom Nom

#### Financial Planning & Analysis Manager

Oakland, CA

Sept. 2019 to Aug. 2020

*Subscription-based, direct-to-consumer fresh pet food manufacturer.*

- Developed and maintained 3-5 year financial models to aid in successful \$4M bridge round and \$30M Series B fundraising round during COVID-19
- Communicated financial strategies and projections to current and potential investors, venture capital firms, and members of the board of directors
- Implemented and improved processes for detailed weekly cash burn projections, variance analysis, cohort analysis, unit economics, and KPI tracking including CAC, LTV, customer payback periods, and recurring revenue

### Keating Consulting Group

#### Senior FP&A Consultant

San Francisco Bay Area

May 2019 to Sept. 2019

*Silicon Valley-based consultancy providing interim financial leadership to early-stage startups.*

- Designed new financial model template with company-wide adoption to be used with ~75% of clients, reducing production time by over 50%
- Created multi-year financial models for early-stage, rapid growth startups across a multitude of industries including SaaS, CPG manufacturing, retail, corporate recruiting, and commercial construction to aid in fundraising and strategic planning
- Coached founders and executives to develop internal KPI tracking and reporting, and communicate financial projections to investors, venture capital firms, board of directors, and other stakeholders

### Industry Dive

#### Director of Finance

Washington, DC

June 2014 to May 2019

*Digital media publisher focusing on business news and industry analysis.*

- Developed 5-year financial model to aid in forecasting, monthly variance analysis, cash management, and KPI tracking
- Spearheaded accounting system transition from Quickbooks Online to a customized platform integrated with Salesforce, enabling automation of many daily/weekly accounting activities, saving the department 15+ hours of manual data-entry
- Led annual budget planning process with company founders and department leaders

## EDUCATION

### University of Florida - Hough Graduate School of Business

Master of Arts International Business 2010

Foreign Study: École Supérieur de Commerce de Toulouse (Toulouse, France)

### University of Florida

Bachelor of Science in Business Administration Finance 2009

Foreign Study: Universidad de Nebrija (Madrid, Spain)