

Louis Cialdella

Senior Data Scientist

CONTACT

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EXPERIENCE

- **Facebook** New York, NY
Senior Data Scientist, Ads Ecosystems *July 2020 - Present*
 - **Metric definition and methodologies for ads strategy:** Use a combination of internal and vendor traffic data to build metrics and perform experimental/observational analysis of multiplatform advertising; highlight long-term investment opportunities and competitive threats to ads exec team
 - **Estimate the impact of exogenous events with causal inference:** Quantify the effect of regulatory actions, product launches, and other events on Facebook's strategic position using econometric methods
- **ZipRecruiter** Los Angeles, CA
Data Scientist; Senior Data Scientist *March 2016 - July 2020*
 - **Experimental design and analysis for product optimization:** Designed experiments and analyzed results of product A/B tests, including leading the implementation of methodology for power and effect size analysis for more transparent and actionable results.
 - **Causal Inference and Targeted Treatments:** Evaluated the effect of marketing decisions and sales actions using both observational analysis and experimental methods in order to provide targeted products and prioritize sales targets
 - **Analytics leadership:** Mentored colleagues in data analysis skills, advised on methodology used by the department, evaluated external tools and built internal tools for predictive and causal modeling.
 - **Automated fraud detection:** Designed and implemented machine learning system for fraud detection, decreasing instances of fraudulent job posting by 66%
- **General Assembly** Los Angeles, CA
Data Science Instructor *October 2016 - December 2016*
 - **Introduction to Data Science:** Instructed students in the use of Python, the ideas behind statistical methods, and the design and evaluation of machine learning systems.
- **JP Morgan Chase and Co** New York, NY
Associate, Python Analytics Developer *March 2014 - March 2016*
 - **Big data credit risk analytics:** Built distributed data processing pipelines for firm's internal credit risk analytics platform in Python.
 - **Scalability engineering:** Scaled up daily pricing and analysis from 100K to 3 million instruments per day.
 - **Robust system design:** Designed unit testing framework for project's event-driven batch scheduler
- **Rukkus.com** New York, NY
Data Science Consultant *March 2015 - March 2016*
 - **Ticket value model:** Developed machine learning algorithm for identifying high-value concert tickets using data from many vendors.
 - **Recommender system:** Designed a recommender system for musicians using a vector space model built from genre keyword data.
 - **Data processing pipeline:** Implemented data cleaning pipeline performing record linkage using fuzzy string matching.

EDUCATION

- **Columbia University** New York, NY
BS, Computer Science, specialization in Machine Learning *May 2013*

OPEN SOURCE PROJECTS

- **Blog - lmc2179.github.io:** Regular short-form articles about my favorite data science topics.
- **bayesian_bootstrap:** Fast, easy to use bayesian bootstrapping of moments, as well as arbitrary statistics and regression models. Available on PyPI.