Kieran Berton

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EDUCATION

St. Olaf College, Northfield, MN **Sep 2014 – May 2018**

- Bachelor of Arts: Music and Physics **GPA: 3.82**
- Honors and Awards: Goldwater and Rossing Scholarships (Honorable Mentions), St. Olaf Christiansen & Presidential Scholarships, Sigma Pi Sigma: Physics Honor Society, Pi Kappa Lambda: Music Honor Society
- Relevant Coursework: Linear Algebra, Ordinary/Partial Differential Equations, Analytical Physics Coding and Probability Laboratory, Statistical Physics

WORK EXPERIENCE

Data Analyst, PHD Media – Omnicom Media Group, Miami, FL **Oct 2018 - Present**

- Provided actionable insights to media planners and traffickers based on 1st and 3rd Party consumer data.
- Drove brand awareness and improved product conversion by 17% for key client, Tradestation.
- Produced bespoke dashboards within Tableau and Google Data Studio to visualize and analyze consumer demographics, affinity behaviors, campaign performance, and conversion rates.
- Created custom SQL query templates within Jupyter notebook environments to automate data requests from Amazon Redshift databases.
- Designed algorithmic models to cluster and categorize consumers based on demographic and behavioral survey-generated data in order to improve strategic targeting tactics and drive engagement.

Engineering Project Head, St. Olaf College Engineering Design Practicum w/*Sageglass* Northfield, MN **Jan 2018**

- Directed and supervised the design and construction of a thermal conductivity measuring device.
- Streamlined the development of engineered prototypes by simplifying the theoretical design sequence and improving the efficiency of technical construction.
- Collaborated with client technicians to produce final product, delivered prior to scheduled deadline.

Research Assistant, Columbia University Physics Department, New York, NY **Jun-Aug 2017**

- Characterized the conductive and magnetoresistive properties of semiconductive nanomaterials.
- Analyzed computational data using MS Excel modeling and visualization functionality.
- Worked cooperatively within a lab group to document findings and format results for publication.

Research Assistant, New York University, Center for Soft Matter Physics, New York, NY **Jun-Aug 2016**

- Analyzed the self-assembly and adhesion properties of an emulsive system.
- Gathered and analyzed optical data with MATLAB image analysis techniques via Python scripting.
- Independently developed and performed experimental tests and reported findings to superiors.

TECHNICAL SKILLS, LANGUAGES, AND CERTIFICATIONS

Technical/Mechanical Platforms

- Tableau, Google Data Studio, Jupyter, Anaconda, Github, MATLAB, Mathematica, Microsoft Office Suite, Google Ads Data Hub, Google DV360, Google DCM

Coding Languages

- Python, SQL, R

Certifications

- Stanford University: *Machine Learning* from Coursera
- Deeplearning.ai: *Neural Networks and Deep Learning, Structuring Machine Learning Projects, Improving Deep Neural Networks: Hyperparameter tuning, Regularization, and Optimization, Convolutional Neural Networks*