

# ROBERT BRASSO

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## Education

### M.S. Computer Science

Towson University

Towson, MD | 2018

### B.A. Sociology

University of Maryland

College Park, MD | 2011

## Certifications

### Microsoft Azure Fundamentals

(AZ-900)

Microsoft | 2022-2024

### AWS Certified Solutions Architect -

#### Associate

AWS | 2017 - 2020

### A+ Certified

CompTIA | 2015 - 2018

## Skills

- Cloud Architecture (AWS & Azure)
- Neural Networks
- Classification Models
- Clustering Models
- Regression Models
- Natural Language Processing
- Association Rule Mining
- Programming (Python, Spark, SQL, R, Java, C++, etc..)
- Tableau
- Power BI
- Databricks
- Database management
- Version Control (GIT)

## Experience

### Senior Global Data Scientist II

McCormick Inc. | Hunt Valley, MD | June 2020 - Present

Member of the Global Analytics Center of Excellence (GACOE) within Corporate Strategy responsible for creating automated model driven solutions for global business functions, piloting machine learning models, providing analytics for Investor Relations, and furthering data science proficiency across the enterprise through training and mentoring.

- Developed an automated set of dashboards harmonizing regional point of sale data to track competitor market shares, identify global growth opportunities, capture brand and company rankings, and identify claims for Investor Relations.
- Created an automated Python data pipeline feeding a Tableau dashboard to replace a manual, time-consuming, and error prone excel process saving 1200 hours annually of analyst time.
- Harmonized e-commerce retail search data across various online retailer platforms (Amazon, Walmart, etc..) and created a Tableau tracking dashboard which led to a 5 million dollar increase in the e-commerce budget.

### Data Scientist

Nielsen | Columbia, MD | January 2018 - June 2020

Managed and analyzed the process of sample selection for audio ratings surveys. Automated production processes using Python. Created validation scripts for forecasting models. Developed dashboards and visualizations to track survey statistics. Subject matter expert for machine learning, cloud solutions, programming standards, and version control.

- Using Spark, created a Random Forest classification model to double the accuracy of identifying sample demographics, saving the company over \$600,000 annually.
- Converted and automated a legacy process from dozens of excel sheets into a python script, cutting the analyst completion time from several hours to less than 5 minutes.

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## Coursework

- Data Mining
- Big Data Analytics
- Database Management Systems
- Social Network Analysis
- Computer Simulation
- Software Project Management
- Statistics
- Probability
- Research Methods
- Algorithm Analysis & Design
- Computer Organization & Assembly Language
- Computer Networks
- Wireless Networks & Mobile Communication

## References

Available upon request

## Network Administrator

Netacom | Owings Mills, MD | July 2015 - January 2018

Managed and analyzed data link connections. Hosted and administered SQL and PostgreSQL servers. Configured Redhat servers for web hosting and deployed at CoreSite (Reston, VA) data center. Configured and deployed Cisco routers, switches, access points, and ASAs. Provided reporting on network traffic, logins, and security vulnerabilities.

## IT Director

Dealer's Greatest Assets Inc. | Ellicott City, MD | September 2010 - July 2015

Ordered, configured, and maintained all call center workstations. Achieved 99% up-time for on-premise network and remote VoIP servers. Managed and trained desktop support technicians. Administered call center routing policies. Provided operational reports to stakeholders.

- Designed a model based on Erlang C to accurately predict the potential load on VOIP servers from incoming calls in order to install additional resources prior to maxing out load.
- Created linear regression models to help predict key performance indicators such as queue time, call duration, and answer speed
- Created visualizations on the effectiveness of direct mail, email marketing, and social media engagement campaigns
- Leveraged API's from automotive CRMs to pull follow up call lists directly into programs we developed to preprocess the data for import into our SQL database

## Projects/Models

Convolutional neural network to classify vacant houses using Google Street View images, Random forest classification model to predict demographic traits using PRIZM data, Social network analysis on influence of reddit admins, Classification and clustering experiments with 2011 Housing Market Topology Data from Baltimore City to predict housing segment characteristics, Erlang C model to predict call center staffing needs, Association rule mining on 1984 congressional voting data, Twitter sentiment analysis of presidential candidates.