



# Alex Truesdale

» [www.alextruesdale.net](http://www.alextruesdale.net)

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**Location** Berlin, Germany

## Education

### Humboldt-Universität zu Berlin

Berlin, Berlin | Germany

**School of Business & Economics** – Oct. 2018 to Current  
M.Sc. Wirtschaftsinformatik (Business Informatics)

### University of Colorado, Boulder

Boulder, CO | United States

**Leeds School of Business** – Graduated Dec. 2017  
B.Sc. Double-Emphasis | Marketing & Information Mgmt.

**ATLAS School of Design** – Completed May 2016  
Certificate | Technology, Arts & Media

**Semester Abroad** – Spring / Summer 2014  
University of Wollongong, NSW, Australia

## Projects

### Berlin Property Social Analysis </>

**Technologies:** *Python, Pandas, MongoDB, HTML, JS*  
Constructed class-based data pipeline for extraction and storage of data from multiple sources (APIs / Web scraping) to be used in price-effect correlation analysis.

### Clothing Returns Prediction </>

**Technologies:** *Python, Pandas, scikit-learn, XGBoost*  
Applied cost-sensitive, machine learning classification of online retail returns following extensive data cleaning and feature engineering for preparation of raw data.

### Medium Claps Prediction </>

**Technologies:** *Python, Pandas, scikit-learn, Keras*  
Built a Recurrent Neural Network regression model to estimate the count of claps (rating points) for a given article from Medium.com based on article text content.

## Language

**English** native speaker

**German** proficient (B2 / C1)

## Technical Skills

### Programming & Databases

Python

R

MySQL

MongoDB

## Experience

### Engineering Research Assistant

**Leeds Natural Language Processing Lab** Sep. 2017 – Aug. 2018  
Boulder, CO | United States

Iterative creation of a suite of Python tools to operate upon a large set of scanned microfiche documents (Moody's investment docs; 1920s to '90s) and OCR scanning output of those images.

- ◆ Developed object-oriented image and text processing algorithms to:
  1. Dynamically correct for image scanning errors (rotation, cropping)
  2. Manually zone text and tables using OCR XML and text output
  3. Organise and analyse unstructured / error-prone OCR text output
- ◆ Remotely managed production jobs, input files, and final output on the university computing cluster via SSH and Slurm

### Data Science Research Assistant

**CU Boulder - Leeds School of Business** May 2017 – Sep. 2018  
Boulder, CO | United States

Partnered with Dr. Kai Larsen in producing a publication on automated machine learning as an application / product (DataRobot).

- ◆ Edited entirety of book text for content and copy refinement
- ◆ Prepared open-source Kaggle datasets as case studies
- ◆ Wrote case briefs and walkthroughs for readers

### Digital Marketing & Web Development Intern

**LogRhythm, inc.** Feb. 2017 – June 2017  
Boulder, CO | United States

Part of a small digital team responsible for website administration and scalable site architecture with input from other internal business units.

- ◆ Web dev. technologies used: HTML, CSS (SCSS), Jekyll, Liquid, Git
- ◆ Managed workflow in Trello and weekly, cross-functional stand-ups

### Digital Marketing & Project Management Intern

**ctrl QS GmbH** May 2016 – Dec. 2016  
Berlin, Berlin | Germany

Member of an international, multi-lingual team managing global digital marketing operations for NIVEA brands. Tasks focused on project management and client brand stewardship across 30+ markets globally.

### Web Development

Javascript

HTML / CSS (SCSS)

Liquid (Templating)

### Workflow & Version Control

Git

Jekyll

Gulp