

Margaret Reed

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EDUCATION

Columbia University

Masters of Science in Data Science

NYC, NY
December 2023

Duke University

Bachelors of Science in Data Science (IDM), minor in Mathematics

Durham, NC
May 2022

JOB EXPERIENCE

Apple, *Product Marketing Finance*

Data Scientist

Oct. 2024 - Present

- Forecasted product usage with 90% accuracy using feature engineering, external data, and XGBoost
- Led multi team effort in creating an executive geo dashboard, with over 200 stakeholders including executives in marketing, sales, and finance
- Spearheaded data science team's AI evolution, developing POCs for automation, collaboration, tool use, and education
- Analyzed customer segments to inform business teams on audience behavior and growth opportunities
- Automated Keynote reporting across 20+ countries and regions, reducing manual effort in recurring business reviews
- Built live Tableau dashboards for executives to monitor product performance and reporting
- Utilized SQL, Python, Tableau, Dataiku, Scikit-Learn, Keynote for insight generation

Data Engineer (Rotation)

Mar. - Sep. 2024

- Designed and developed an LLM-based chatbot for data insights, incorporating full-stack development with APIs, hosting, and Snowflake integration.
- Utilized technologies such as Python, SQL, FastAPI, JavaScript, Git, LangChain, Ollama, and Hugging Face.
- Implemented features for data analysis, visualization, and summarization within the chatbot application.
- Mentored summer interns, providing guidance and support on their projects.

Data Engineering Intern

May - Aug. 2023

- Created a tool to recommend compute warehouses for snowflake queries.
- Worked with ML models and APIs to integrate it with existing pipelines on airflow.
- Placed in the top 3 out of 150 intern groups for the iContest pitch contest.

Duke University, *Undergraduate Teaching Assistant*

Jan. 2021 - May 2022

- Worked as a teaching assistant in two classes: STA199 - Intro to Data Science and CS216 - Everything Data.
- Collaborated with the teaching team at a weekly meeting and actively contributed new ideas on teaching.
- Mentored students for project development.
- Graded, held office hours, led lab sections.

Lenovo, *Data Visualization Intern*

June - July 2021

- Supported migration from Qlik Sense to Microsoft Power BI with the Digital Transformations team.
- Assisted with internal trainings to encourage best practices in data visualization.
- Successfully created a Power BI report with 30+ pages of fully functioning dashboards and best practices content.
- Designed a product for the Lenovo Incubator Project, won *Best Overall Quality Award* and *Peers Choice Award*.

Amazon, *SDE Intern*

May - Aug. 2020

- Learned and adapted to the team's architecture quickly.
- Developed an internal query tool, owning both the frontend and backend aspects of the project.
- Manipulated and queried data from large databases.
- Leveraged skills in Java, JS, and SQL for development.

RELEVANT SKILLS

- Python, SQL, Tableau, Snowflake, R, Java, Git, Scikit learn, Excel, LLMs, Langchain, Dataiku, ClaudeCode
- Public speaking, communication, social media marketing, digital organization, G-Suite, keynote