

SHAMEEK CONYERS

DATA SCIENTIST

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SUMMARY

Data Scientist building ML models, NLP pipelines, and analytics products in a consulting environment. Currently running data and operations for an independent consulting client, covering measurement, pricing analysis, and performance tracking. Technical background spans NLP at scale (2M+ social posts), MMM and forecasting, experimentation, and RAG-based search tools. Dual degrees in Mathematics and Econometrics.

PROFESSIONAL EXPERIENCE

Ringer Sciences

Nov 2021 to Feb 2024

Data Scientist, Remote

Marketing analytics firm. Led NLP, measurement, and ML on client engagements with large-scale social campaign analysis.

- Built and deployed MMM/ML models and designed A/B tests across 6+ client engagements to evaluate campaign and audience value, improving forecast accuracy by ~18% and directly influencing budget reallocation decisions.
- Built and maintained NLP pipelines (sentiment analysis, NER, text classification) processing 2M+ social media posts as a core Ringer Sciences product offering. Findings shifted client ad spend allocation and content strategy based on audience engagement patterns.
- Designed multi-source campaign dashboards aggregating data from ad platforms (LinkedIn, Twitter) and industry publications (PubMed), refreshing daily to weekly. Provided marketing teams a unified cross-platform view of performance, engagement, and sentiment; retained as a recurring paid product.
- Delivered a RAG-based knowledge-search and analytics assistant using vector search and GenAI for a major B2B media company, cutting their analytics research time by ~40%.
- Built an internal analytics tooling suite across client engagements: a grammatical-role sentiment engine (not keyword-based), n-gram frequency analysis, automated data pulls, and stats tools. Automated 12+ recurring analyses, cutting weekly reporting overhead by ~6 hours per analyst.
- Built a graph database for wine matching based on taste, style, and region, increasing customer re-engagement after purchase by 40% compared to baseline.
- Led automation and documentation of ETL tasks on GCP as a new product offering, opening the door to larger clients seeking cloud infrastructure or automation support.
- Built and automated analytic deliverables as turn-key products, cutting manual work on repeat deliveries up to 90%, from hours down to minutes after the initial build.

Self-Employment

Feb 2024 to Present

Data Scientist, Remote

Career break to travel and paint internationally. Continued freelance data work including market analysis, web scraping, and small-business consulting.

- Analyzed public agricultural and trade pricing data to identify a significant price gap between Argentine and US meat markets; found the margin became viable under current customs pricing, directly informing a decision to pursue an import supply contract.
- Scraped Reddit and Meetup.com to analyze what drives people to cafes; identified language exchange events as an underserved use case and recommended the owner host them. Foot traffic doubled within a quarter, reversing operating losses and stabilizing a previously unprofitable business.
- Guided the cafe into an asset sale to a new owner who transitioned the business to an event-based lounge, based on my earlier recommendations. Now engaged as an ongoing consultant running marketing analytics and operations, covering attribution, pricing, and performance tracking.
- Designed a marketing attribution system for a small lounge that previously had no way to measure ad spend impact. Built a flyer-to-redemption tracking mechanism (dated flyers required for a free drink with food purchase) that turned previously unmeasurable promotions into a funnel with clean conversion data and measurable ROI per campaign.
- Led pricing and menu analysis for a small lounge using POS data (cleaning canceled transactions, normalizing item variants across sizes, analyzing combo pricing). Identified medialunas as the top-selling item and found that 2-pastry minimum combos drove ~30% higher ticket revenue than single orders. Hot/cold beverage seasonality informed menu and promo timing.

PORTFOLIO

Portfolio & Website: <https://shameekconyers.com>

- **AI-Verified Economic Analytics Pipeline:** Macroeconomic dashboard where every AI-generated narrative is programmatically fact-checked against the source database. Three-layer verification system (pre-compute claims,

LLM writes prose only, independent check) cut hallucination rate from 15% to near zero. Per-capita normalization revealed the info sector shrank 7.2%, a finding invisible in raw data. (Python, SQL, pandas, Streamlit, Plotly, LLM)

- **Spreadsheet-to-Database Consolidator:** Data cleaning pipeline that consolidates messy Excel files from local folders or Google Drive into a validated SQLite database. Bad rows get quarantined with plain-English explanations pointing to the exact source file and row, not silently dropped. (Python, SQL, GCP)
- **SicLib:** Scientific computation library written from scratch in C++ with Python bindings via pybind11. Implements N-dimensional tensor with stride-based views (zero-copy transpose, broadcasting, slicing), BLAS-accelerated matrix operations, and modules for numerical methods, statistics, and ML models. Includes neural network validated against NumPy. (C++, Python, BLAS, pybind11)
- **Personal Portfolio Site:** Designed, built, and maintained since 2022. Hosts live project dashboards and documentation. (JavaScript, React, Next.js, Vercel)

EDUCATION

B.A. Mathematics | B.S. Econometrics

Aug 2016 to May 2021

Dual degrees - University of South Florida, Tampa

Relevant coursework: Statistical Modeling, Econometrics, Probability Theory, Linear Algebra, Real Analysis, Mathematical Economics

TECHNICAL SKILLS

Languages: Python, SQL, R

Analytics & Modeling: Scikit-learn, XGBoost, LightGBM, TensorFlow, PyTorch, Statsmodels, Regression, Forecasting, Feature Engineering, Marketing Mix Modeling (MMM), Predictive Modeling, Machine Learning, Statistical Analysis, A/B Testing, Hypothesis Testing, Causal Inference

Data & Engineering: Pandas, Snowflake, ETL Pipelines, APIs, Web Scraping, Data Quality Automation, Data Modeling, PostgreSQL, BigQuery

Cloud & Tools: Google Cloud Platform (GCP), Git, Docker, MLflow

NLP & AI: NLP, Hugging Face, Transformers, spaCy, LLMs, Generative AI, RAG, Vector Search, LangChain, Embeddings, Sentiment Analysis, Named Entity Recognition (NER)

Visualization & BI: Tableau, Power BI, Looker, Excel