

# VARUN MOHAN

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## ABOUT

I enjoy tackling business challenges with data analyses that are engaging and insightful. Whether I am looking for signs of depression in language data or improving marketing strategies through engagement analytics, I employ a variety of data-driven techniques in innovative and rigorous ways. I am an innovator with a background in cognitive neuroscience, marketing and data science who delivers results to improve products and services for clients.

**Languages & Tools:** Python, Pandas, Scikit-learn, R, PostgreSQL, Streamlit, Spark, HTML, Tableau, Google Cloud Platform

**Data Tools:** Machine Learning, Statistical Analysis, Data Visualization, Natural Language Processing, Neural Networks, Time Series

## EXPERIENCE

### Data Science Instructional Associate

Feb 2021 - Present

General Assembly

Remote

- Provide dynamic instruction including regular feedback and problem solving on code and data science workflows
- Deliver 3+ hours of virtual instruction a day in software (Python, SQL, GCP, etc.), machine learning (regression and classification, NLP, time series, deep learning with neural nets), and statistics (distributions, probability, hypothesis testing)
- Work as part of an instructional team to plan curriculum structure and future lessons, learning and incorporating the latest and most in-demand data techniques to add value for students

### Marketing Analyst

Sep 2019 - Aug 2020

Innovative Tap Solutions

Chicago, IL

- Executed B2B and B2C marketing strategies in collaboration with the CMO which led to 5+ new contracts a month
- Managed digital campaigns and performance analyses for the start-up and oversaw a 20% increase in engagement from select digital marketing campaigns (ex. LinkedIn/Facebook/web traffic) over a 3-month period
- Revamped social media and certain email campaigns based on engagement analytics to achieve these improvements
- Engaged with 10+ prospective clients directly in lead-nurturing role to discuss implementation strategies resulting in two new contracts for technical installation

### Quality Assurance Analyst/GameJam Participant

Jun 2018 - Jun 2019

Butterscotch Shenanigans Games Studio

St. Louis, MO

- Designed and developed an original action-platformer video game with 6 levels, coded in GameMaker Language
- As QA Specialist: worked with the dev team to bug-fix and enhance user experience for 3 projects, one pre-release

### Researcher

Jan 2017 - Jun 2019

Dynamic Cognition Laboratory, Washington University

St. Louis, MO

- Filmed and edited over 100 2-3 minute video clips to create a ground-truth event segmentation dataset that was used to investigate human decision-making strategies and event segmentation, as well as the training of a machine learning model to predict these strategies

## EDUCATION

### Data Science Immersive Program

Aug 2020 - Nov 2020

General Assembly

Remote

- Employed the latest data science techniques to solve real-world problems. Some of my projects:
- Can we detect depression from how people talk online? I used word embedding vectorization and a neural network to build a model and web application that detects depression with 87% accuracy compared to null
- Aiming to map and predict COVID-19's progression in the United States based on mask use and political leanings, I collaborated with a team to develop state level case and death rate correlations and created a web application to visualize our analysis by state in real-time

### Washington University in St. Louis

Bachelor of Arts, Bachelor's in Business Administration

2015 - 2019

- Dual Degree: Cognitive Neuroscience & Marketing