Leondra R. Gonzalez, MBA

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PROFILE

Technical and engineering leader and technical author with +10 years' experience in delivering data-driven strategy and subject matter expertise spanning machine learning, big data, engineering, quantitative research, consulting, and information science. Effectively lead teams of up to 15 data scientists and engineers to drive business outcomes within the areas of corporate strategy, information technology, enterprise business development, digital marketing, operations research, and media. Successfully consulted for technology brands including DataCamp, Packt Publishing, and Springboard.

AREAS OF EXPERTISE

Engineering Leadership | Data Science | Machine Learning | Deep Learning | Big Data | Product Management | Program Management | Natural Language Processing (NLP) | Data Modeling | Cloud Computing | Data Governance | Agile Frameworks | Software Development Life Cycle (SDLC) | CI/CD | Version Control | Client Management | Process Improvement | Model Deployment

TECHNICAL SKILLS

Python | R | SQL | Java | Kusto | Bash/Shell | Docker | Dask | Airflow | Spark | Hive | Hadoop | Sqoop | Azure (Blob, Data Factory, Fabric, ML Studio, Synapse, DevOps) | AWS (SageMaker, EC2, S3) | GCP (BigQuery, AutoML) | Power BI | Tableau | Looker | Shiny | Databricks

PROFESSIONAL EXPERIENCE

MICROSOFT, Indianapolis, IN   Oct 2022 to Present
Designed, developed, and advised on advanced analytical deliverables used for global, multi-billion-dollar enterprise cloud-architecture deals for Azure Data & AI services, Sustainability, and Connected Field Service initiatives.

Sr. Data & Applied Scientist, Cross Solution Areas GTM - Full Time
- Developed and implemented data-driven strategies using quantitative research on market trends, customer behavior, and competitive intelligence to improve multiple high-priority, multi-solutions go-to-market strategies, resulting in a 15% improvement in customer targeting.
- Implemented NLP machine learning tasks including semantic textual similarity and summarization to capture seller feedback of customer engagement resulting in a 23% improvement in proactive customer engagement.
- Collaborated with stakeholders including data, design, product, and executive teams as the technical subject matter expert to conduct root cause analysis to address critical business strategies.

Sr. Analytical Program Manager, Market Sciences - Full Time   Nov 2021 to Oct 2022
Managed offshore engineering and analytics team in the development of Bing and MSAN business performance reporting, KPIs, and predictive modeling.

- Oversaw a team of 10 data scientists, analysts, and engineers to build and deploy machine learning models that improved the relevance and accuracy of search results, contributing to a 5% demand increase.
- Maintained an agile software development lifecycle and CI/CD product roadmap for search keyword vertical classification model using BERT.
- Managed end-to-end data pipelines and analytics tools to ensure timely and accurate delivery of dashboards, enabling cross-functional teams across Microsoft Advertising as the subject matter expert on analytics and machine learning.

GOOGLE, Los Angeles, CA   Jan 2021 to May 2021
Part-time academic research apprenticeship program through Google Research, contributing to AI research.

PhD Computer Science Research Program (CSRMP), Google Research - Apprenticeship
- Conducted research, authored literature reviews, and theoretical frameworks on LLM autoencoders and transformers for text classification, entity recognition, and sentiment analysis tasks.

- Collaborated with interdisciplinary teams of researchers to discuss developments and real-world applications of neural networks to address problems in healthcare, operations, and marketing.

WPROMOTE, El Segundo, CA   Nov 2020 – Nov 2021
Reported to the VP of Digital Intelligence and Chief Technology Officer to design, implement, integrate, and deliver digital marketing solutions, servicing Fortune 500 brands in consumer goods, healthcare, retail, and entertainment.
Director, Data Analytics, Digital Intelligence - Full Time
- Hired, coached, and expanded the central Data Analytics team of 15 data scientists, analysts, data engineers and BI engineers to deliver customized analytic solutions to Fortune 500 clients while overseeing project progress, budgets, and execution, resulting in a 150% increase in clients.
- Championed the enterprise-wide data strategy and environments, leading to the innovative production and implementation of flagship, proprietary company technology for LTV, propensity, media mix, and attribution.
- Decreased customer patient churn rate by an average of 12% amongst top strategic clients that encompassed 30% of the Digital Intelligence retainer revenue.

SAATCHI & SAATCHI, Los Angeles, CA   Dec 2018 – May 2020
A full-service digital marketing and advertising firm servicing Toyota Motor Vehicles.
Manager, Analytics and Operations - Full Time
- Produced a k-nearest neighbors' model to streamline agency budget estimation, resulting in a 13% more efficient delivery of financial reporting and expectations to the client.
- Provided technical leadership and advised executive stakeholders on model results while addressing model drift by recommending retraining and validating procedures.
- Implemented a resource allocation model using linear programming for Toyota's digital marketing campaigns, resulting in a 25% reduction in resource waste and a 20% increase in campaign efficiency.
- Produced 27% increase in process automation and operational excellence by conducting process mapping leveraging the Business Process Model and Notation (BPMN) framework.

UNIVERSITY OF THE CUMBERLANDS, Williamsburg, KY   Dec 2019 – July 2023
Doctoral Researcher, School of Computer and Information Sciences - Part Time
- Synthesized large amounts of information to support qualitative and quantitative research of various deep learning tuning methods and architectures including MLPs, RNNs / LTSMs, CNNs, and GCNs.
- Conducted research, literature reviews, and theoretical frameworks to contribute to scientific literature on LLM governance frameworks and public trust of AI in the US.
- Co-authored text on Python, machine learning, statistics, and MLOps for Packt Publishing (ETA:2024).

HUDSON PACIFIC PROPERTIES (NETFLIX), Los Angeles, CA   Dec 2017 – Dec 2018
Quantified and improved Netflix studio operations and resource planning.
Operations Research Analyst, Studio Operations - Full Time
- Applied advanced statistical methods to analyze large quantities of Netflix deal data for a variety of use cases including space and price optimization, improving deal completion time by 33%.
- Developed a resource allocation model for equipment and facilities, resulting in a 25% reduction in idle time.
- Conducted capacity planning analysis and recommended space expansion, leading to a 20% increase in revenue.

EDUCATION

University of the Cumberlands, School of Computer and Information Sciences
Doctor of Philosophy (Ph.D.), Information Technology, Specialization in Data Science / IT, Williamsburg, KY (2024)

Quantic School of Business and Technology
Master's in Business Administration (MBA), Concentration in Data and Decisions (Statistics), Washington, DC

Carnegie Mellon University, Heinz College of Information Systems Management
Masters in Entertainment Industry Management (MEIM), Focus in Business Analytics, Pittsburgh, PA

Otterbein University
Bachelor of Arts, General Studies (Music, Business, and Management), Columbus, OH