

STEPHEN K. HAGE

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SUMMARY

Solve business problems with data and teach others to do the same; equally comfortable presenting strategies to executives as developing models because of a diverse background in sales, marketing, client services and data science

PROFESSIONAL EXPERIENCE

Dialexa, *Machine Learning Engineer* **May 2020-Present**

- Automated brain health assessment grading using NLP techniques and machine learning
- Augmented tax evaluation decisions for a tax service provider using knowledge graphs and deep learning, leading to an estimated \$4mm/year revenue increase with the same personnel and resources
- Presented exploratory data analysis findings to execs on both the above projects, which proved viability of the project and was a vital part of client authorization of the machine learning projects

Trilogy, *Bootcamp Instructor* **March 2021-Present**

- Taught live-instruction courses for professionals in machine learning, visualization, and front-end skills

Elicit Insights, *Data Scientist* **March 2019-March 2020**

- Consulted for Southwest Airlines' Employee Experience project, an initiative to retain and develop top talent
- Led efforts to generate Employee Insights for biweekly presentations to C-level executives
- Expedited insights generation by developing code to programmatically conduct exploratory data analysis

Rakuten Marketing, *Senior Analyst* **May 2014-March 2019**

- Developed end-to-end Conquesting Strategy for a top client, increasing new customer acquisitions by 29%
- Modeled elasticity of demand for a top-5 client, improving Return on Ad Spend by 26% year on year
- Initiated, designed and deployed an automated mass forecasting tool to predict revenues by client by day

Rakuten Marketing, *Account Manager* **March 2012-May 2014**

- Changed ad buying decision process from intuition-based to data-driven by creating an Excel template
- Created standards for data presentations for Account Managers by writing a glossary and how-to article series

Shop Smart, Inc., *Editor* **June 2010-March 2012**

- Increased email subscriber base by 270% by building new merchant relationships and writing targeted content
- Generated more than \$3 million in revenue by writing a blog series on credit card points and sign up bonuses

Marcus Evans, *Assistant Manager* **August 2007-June 2010**

- Received three promotions in three years despite client budget freezes due to the great recession
- Won team MVP Award in 2007 for sales and leadership contributions

Advantage Freight Network, *Supply Chain Operations* **July 2006-March 2007**

- Discovered and fostered growth for what would become the 14th largest shipping partner in the network
 - Graduated from operations analyst and carrier network development positions to customer sales
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EDUCATION

Northwestern University, *Master of Science in Predictive Analytics* **March 2019**

- Mastered SQL, ETL techniques, data cleaning processes, visualizations and data presentation skills

Indiana University Kelley School of Business, *Bachelor of Science in Business* **May 2006**

- Majored in Business Operations and International Business with minors in French and Italian