

# LINDSAY S. TUBBS

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**Data analyst and Python programmer with an interest in natural language processing**

## EDUCATION AND SKILLS

- **BA – Integrated Marketing Communication, Hood College, Frederick, Maryland (2018)**
- **Data Analysis/Visualization:** Python • Tableau • PostgreSQL • Excel • Google Analytics • Cognos
- **Web Development:** HTML • CSS • JavaScript • Bootstrap
- **Other Skills:** bash, Git, GNU Image Manipulation Program (GIMP)

*In November 2020 I left my job as an IT recruiter to pursue a new career path in data analytics. I have since been expanding my technical skill set, gaining hands-on analytical experience as a volunteer for two nonprofits, completing analysis and visualization projects, and developing my personal portfolio website, [lindsaytubbstech.com](https://lindsaytubbstech.com).*

## WORK HISTORY

**Social Media/Web Analyst (Volunteer) • One Bread Foundation • San Ramon, CA (Virtual)**  
*December 2021 – Present*

- Pull monthly social media analytics reports for Facebook and LinkedIn
- Analyze and interpret monthly social media data to find patterns and trends
- Create Tableau visualizations, dashboards, and stories to translate data into understandable reports
- Provide insights and recommendations to the Board of Directors for monthly board meetings
- Manage social media datasets in PostgreSQL
- Introduced Tableau as a tool for data analysis and visualization

**ML/NLP Specialist (Volunteer) • The Society Library • Virtual**  
*December 2021 – Present*

- Created an automation using Python to tidy up transcripts of Youtube videos by removing unnecessary blank lines and spaces, which otherwise takes hours to do manually
- Implemented the tidy transcript automation and trained others on its use
- Created a program to extract machine-readable text from audio files using the SpeechRecognition Python library and Google Cloud Speech-to-Text API

**Technical Recruiter • Open Systems Technologies • Reston, VA**  
*February 2020 – November 2020*

- Performed full lifecycle recruiting for contract, contract-to-hire, and direct-hire positions

**Technical Recruiter • DISYS • McLean, VA**  
*March 2019 – January 2020*

- Performed full lifecycle recruiting for contract, contract-to-hire, and direct-hire positions

**Business Development Executive • DISYS • McLean, VA**  
*July 2018 – March 2019*

- Executed a cold calling campaign in support of IT managed services offerings

## **PROJECTS**

### **To Impossible and Beyond: Social Media Sentiment Analysis of Plant-Based Patties**

- Explored consumer sentiment on Twitter regarding the Impossible Burger and the Beyond Burger
- Scraped 40,000 tweets for each brand and imported datasets to PostgreSQL
- Analyzed tweets for positive or negative sentiment using a rule-based method in order to create training sets for sentiment analysis machine learning models
- Visualized training sets in word clouds of positive and negative tweets to gain familiarity with each
- Extracted hashtags with positive sentiment and negative sentiment and sorted by frequency of use
- Compared combinations of feature extraction methods (Bag-of-Words and TF-IDF) and machine learning models (Logistic Regression, XGBoost, Decision Trees) to determine the combination with the highest F1 score (measure of effectiveness)
- Trained logistic regression machine learning model using features extracted from training sets
- Applied the trained machine learning model to predict sentiments of tweets in test sets

### **Lyrical Visualization and Analysis: Taylor Swift**

- Visually modeled the lyrics of Swift's nine main studio albums in word clouds
- Analyzed lyrics to determine lyrical and thematic consistencies/changes throughout Swift's career
- Performed rule-based sentiment analysis on the lyrics to determine the sentiment (positive, neutral, negative) of each song and album