

David George Serfass

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Objective

Apply data analytic techniques (e.g., predictive modeling, machine learning, social media analysis, process automation, etc.) to provide new insights, capabilities, and efficiencies.

Education

Florida Atlantic University (www.fau.edu) Boca Raton, FL
M.A., Ph.D. (expected: Spring 2016) 2011-2016

- **Doctoral Thesis:** Assessing Situations on Social Media: Temporal, Demographic, and Personality Influences on Situation Experience
- **Master's Thesis:** Personality and Perception of Situations
- **Publications List:** <https://scholar.google.com/citations?user=7KUPgRIAAA>

Franklin & Marshall College (www.fandm.edu) Lancaster, PA
B.A., Business Organizations with Finance Concentration 2003-2007

Professional Experience

Datamyx (www.datamyx.com) Boca Raton, FL
Data Scientist 2014-present

- Applied machine learning techniques to target responders to marketing offers for financial products
- Analyzed brand sentiment toward market leaders using text based social media analysis
- Compared growth prospects for different vertical markets based on relative online search rates
- Automated report generation for customer profile analyses
- Refined attribute selection functions for targeted response models using sequential indexing and linearity fit statistics
- Used a regression-based framework to analyze marketing channel response trends to examine the additive lift from direct mail campaigns

Florida Atlantic University (www.fau.edu) Boca Raton, FL
Instructor / Doctoral Student 2011-present

- Instructor of record: Intermediate Statistics Lab
- Managed teams of undergraduate research assistants conducting National Science Foundation funded psychological research. (NSF Award Abstract #1420105)

Omega Enterprises Boca Raton, FL
Account Executive 2011-2012

- Secured and maintained relationships with IPO underwriters, including Muriel Siebert, Brean Murray, and Stern Agee.

Skills

Programming languages: R, SQL, Matlab, C, C++, Processing, Latex, and Python