MA

Michael ANDERSON

CONTACT

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- San Francisco, CA

SKILLS

- Machine Learning
- Data Analysis
- Python
- R
- UX Design
- Content Strategy

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN COMPUTER SCIENCE, UNIVERSITY OF SOUTHERN CALIFORNIA, 2016

ACHIEVEMENTS

- Increased content consumption rates by 20% through the implementation of AI-driven personalization strategies.
- Recognized for outstanding team collaboration in launching the new recommendation platform.
- Published articles on AI applications in media, gaining recognition in industry circles.

AI PRODUCT SCIENTIST

Creative AI Product Scientist with over 5 years of experience in the entertainment industry, specializing in developing AI-driven content recommendation systems. My background in computer science and user experience design has equipped me to create engaging and personalized user experiences that elevate content consumption. I have a passion for leveraging AI technologies to analyze viewer preferences and behavior, allowing for the creation of targeted content strategies that drive user engagement.

WORK EXPERIENCE

AI PRODUCT SCIENTIST
Streamline Entertainment
2020 - 2025

- Developed a content recommendation engine that increased viewer engagement by 35%.
- Collaborated with UX designers to enhance user interfaces based on AI insights.
- Analyzed user data to identify trends, leading to tailored content offerings.
- Conducted user testing sessions to gather feedback on AI features, ensuring user satisfaction.
- Presented findings to stakeholders, translating complex data into actionable strategies.
- Utilized Python and R for data analysis and model development.

DATA ANALYST
Media Insights Group
2015 - 2020

- Utilized machine learning to analyze audience data for targeted marketing campaigns.
- Collaborated with content creators to optimize video production based on viewer preferences.
- Created dashboards for visualizing data trends, improving decision-making processes.
- Conducted A/B testing to refine AI models and enhance user acquisition efforts.
- Presented insights to executive leadership, contributing to strategic planning.
- Participated in agile development cycles, ensuring timely delivery of projects.