

Bridgett Gordon-Billingsley

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Data Scientist

Data Scientist leveraging 20 years of experience as an educator to turn complex data into actionable recommendations.

SKILLS

PROGRAMMING LANGUAGES: SQL Python HTML CSS

DATA ANALYTICS: Excel Web Analytics (GA4)

SOFTWARE: Figma, WordPress Content Management, Looker Studio

PROJECTS

EVOLVE FOOD AUDITING APP, UX RESEARCHER Jan. 2022-May. 2022

- Conducted qualitative and quantitative research, including surveys and questionnaires, while also creating a food auditing app to meet business needs. Additionally, spearheaded the "Closed Mouths Don't Get Fed" campaign to increase community engagement in surveys related to ARPA funding and provided campaign management assistance.

SCHOOL DISCIPLINE SOFTWARE, SOFTWARE DESIGN April. 2020-Aug. 2022

- ReCAP, a school discipline software, was created using the design thinking process to reduce racial disparities in school discipline.

EXPERIENCE

GENERAL ASSEMBLY, DSI FELLOW, LOCATION Mar. 2023-Present

Successfully completed 500+ hours of expert-led instruction in machine learning, data analysis, and data visualization. Hands-on learning of data science fundamentals and the industry's most in-demand technologies. Developed projects, including:

- ACT SCORES AND STATE PARTICIPATION - Description: Used 2017 and 2019 ACT data to determine if ACT scores were inflated in states that did not require mandatory testing. Analyzed the correlation of data using python data visualization libraries to determine increased ACT scores correlated strongly with low participation rates. In conclusion, a better measure of predicting ACT scores would be the analysis of reading levels.

REINGOLD, DIGITAL MARKETING INTERN, Alexandria, VA Sep. 2022-Feb. 2023

- Optimized paid media campaigns on multiple social media platforms and Search Engines including: including Twitter, Facebook, Bing, Google Search, and programmatic advertising.
- Utilized web analytics to pause and refresh ads.
- Conducted Keyword research and developed ad copy for major nonprofit organizations and government agencies.
- With the marketing team, brain-stormed digital marketing strategies
- Researched client-related industry trends

- Created monthly client reports and reported performance in weekly client-facing meetings.

Arizona State University Digital Prep, Science Educator, Tempe, AZ Sep. 2020-July 2023

- Developed and maintained various course materials, such as PowerPoint and NearPod presentations, post-assessment surveys, facilitator guides, and student resource guides.
- Supported student onboarding, conducted welcome calls, and logged all communication with students in the SIS.
- Monitored student progress and provided tailored feedback on assignments to encourage a growth mindset.
- Assessed LMS course documents, and identified areas for improvement, consolidation,
- Modified existing course materials using design thinking principles.
- Delivered weekly student performance reports outlining course engagement, and live lesson attendance, identified at-risk students, and increased communication to retain student course progress.

Pattonville High School, Science Educator, Maryland Heights, MO July. 2008-Dec. 2018

- Taught Chemistry, Physical Science, and Earth Science while providing engaging and creative lesson plans for students.
- Contributed to the textbook adoption committee as a member and served as a Subject Matter Expert in a professional learning committee.
- Mentored new teachers to support their development and success in the classroom.
- Served as a 504/IEP Team Member to provide students with necessary accommodations to support their learning needs.
- Utilized best practices related to educational technology and a flexible approach to teaching and learning to individualize student learning.

EDUCATION

Data Science, General Assembly, Online	March. 2023-Present
MS in Nutrition and Human Performance, Logan University, Chesterfield, MO	Aug. 2015-Sep. 2017
MS in Chemistry University of MO - St. Louis, Normandy, MO	Aug. 2000-May 2002
BS in Chemistry Xavier University - New Orleans, LA	Aug. 1992-May 1996