CONTACT

Labuda, Alex
alexlabuda@gmail.com
(845) 467-0167

EDUCATION

STATE UNIVERSITY OF NEW YORK
New Paltz, New York

Dual-Major: Business Analytics, Finance
GPA: 3.97

SKILLS

Python

R Programming

SQL

Tableau

GCP

SENIOR DATA SCIENTIST | TABLEAU DEVELOPER | ML ENGINEER

Alex Labuda

PROFESSIONAL SUMMARY

Senior Data Scientist with 3+ years of experience delivering end-to-end ML solutions across data wrangling pipelines, model training, monitoring, continuous deployment and visualization. Expert in R, Python, SQL, and Tableau. Proven success in machine learning operations, predictive modeling, LLMs, time-series forecasting and Media Mix Modeling across marketing, customer analytics and operations.

EXPERIENCE

SENIOR DATA SCIENTIST

Zion & Zion | Dec 2024 – Apr 2025

- Created event-driven pipelines, classifying thousands of call transcripts each day for a national closet remodeling brand using Vertex AI and LLMs.
- Developed an advanced unsupervised learning pipeline for a multi-billion-dollar sports streaming brand to power CDPs, marketing campaigns, and personalization strategies, from feature engineering to continuous training and deployment.
- Mentored junior team members in Python, R, Google Cloud, machine learning operations and cloud-based deployment strategies.
- Led internal coding workshops to build team data analytics capabilities and foster a culture of learning.

DATA SCIENTIST

Zion & Zion | Jan 2022 – Dec 2024

- Built and deployed predictive models on Vertex AI with automated monitoring, training and deployment.
- Built and maintained interactive Tableau dashboards, surfacing real-time KPIs for stakeholders.
- Built multi-touch attribution models using GA4 data to analyze marketing impact across customer journeys.
- Automated weekly email delivery of hundreds of Tableau reports, saving thousands of hours annually.
- Executed time-series forecasting, Media Mix Modeling, customer segmentation, and ad-hoc statistical analyses to support marketing and strategic planning.
- Authored internal and external whitepapers and blogs to share methodologies and thought leadership in applied data science.