

# Senne Van Steelandt

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## Data Scientist & Research Professional | Ph.D. Candidate

Business Intelligence | Application Development | Qualitative & Quantitative Analysis

Data-driven professional with demonstrated expertise in modeling, coding, and analytical techniques, including reinforcement learning, predictive modeling, exploratory data analysis, and statistical programming for business applications. Leverages an entrepreneurial spirit with a keen ability to analyze, manipulate, and interpret data to solve business challenges and real-world problems. Translates complex concepts into actionable insights for non-technical audiences. Dedicated to exceeding goals.

### COMPETENCIES & LANGUAGES

Application Development | Prescriptive & Predictive Analytics | Social Science Research | Data Modeling | Project Management | Testing Multiple & Linear Regression | Data Visualization & Reporting | Machine Learning | Statistical Analysis | Data Science | Deep Learning | Database Management | Prototyping | Big Data Technologies | Artificial Intelligence (AI) | Technical Writing | Digital & Social Media Marketing | Dutch, Native | English, Fluent | French, Intermediate

### EDUCATION & CREDENTIALS

Doctor of Philosophy (Ph.D.) in Management Science | University of Tennessee | GPA: 3.75, *in progress* 2022

- Doctoral Thesis: *Advancing Social Media Ad Budget Allocation*.
- Fellowships: Walter Melville Bonham | Haslam Awards | Statistics Excellence
- Conference Presentations: 2019 INFORMS Annual Meeting Seattle.

Master of Science (M.S.) in Business Engineering - Data Analytics | Ghent University 2018

- Thesis Topic: *The interplay between traditional media, social media, and music streaming*.

Bachelor of Science (B.S.) in Business Engineering | Ghent University 2016

### PROFESSIONAL EXPERIENCE

**Graduate Research Assistant & Teaching Assistant | University of Tennessee | Knoxville, TN 2018-2022**

- Current research on social media ad budget allocation using Thompson Sampling and Deep Reinforcement Learning
- Collaborated on a project to optimize heparin dosing in hospital ICUs using reinforcement learning techniques.
- Assisted classes in Deep Learning, Data Engineering, Applied Regression Analysis, Reinforcement Learning, Databases & Big Data, Data Engineering & Visualization, Data Mining, and Customer Analytics focused on business applications.

**Business Intelligence Developer & Consultant | Self-Employed | Antwerp, Belgium 2018-Present**

- Performed research to continue development on an application to monitor and optimize social media ad budgets.
- Built a streaming platform to integrate data from the main application with an internal analytics app.
- Software is currently allocating \$2000 daily while reducing ad costs by 28% per year.

**Business Intelligence Developer & Project Lead | sympl (online recruiting platform) | Antwerp, Belgium 2017-2018**

- Pitched an internal analytics app to Co-Founders and leaders, securing support and approval.
- Wrote queries, performed testing, created databases, and built dashboards to enhance visibility and reduce costs.
- Rolled out the internal app to 100+ customers as an additional product, due to overwhelming success.
- Led a team and managed a \$25K+ project budget.
- Promoted from the earlier role of Tester/Intern within 2 months.

**Intern | Seal Jobs (digital recruiting platform) | Antwerp, Belgium 2017**

- Worked with founders to understand needs, identify KPIs, and develop a real-time dashboard for internal use.
- Wrote queries to automatically calculate and display performance metrics data on various screens.

### AFFILIATIONS & INVOLVEMENT

Co-Founder & Vice President | Feunig (Ghent University Student Association) | Ghent, Belgium 2015-2017

### CERTIFICATIONS

Certified Kubernetes Application Developer | AWS Certified Cloud Practitioner | AWS Certified Developer – Associate

### TECHNICAL SKILLS

Python (TensorFlow, NumPy, Flask, SQLAlchemy, APScheduler, pandas, Matplotlib, scikit-learn, Requests, PyTorch), SQL (PostgreSQL, MariaDB, MySQL), DigitalOcean, GCP, AWS, Docker, Helm, Apache Kafka, Apache Spark, Kubernetes, Git, Selenium, Klipfolio, Facebook API, LinkedIn API, Google Analytics API