

Jay Speidell

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EDUCATION

Old Dominion University

Bachelor of Science in Computer Science, 3.94 GPA

Norfolk, VA

2020

Virginia Tech

Bachelor of the Arts in English, Professional Writing

Blacksburg, VA

2011

EXPERIENCE

Marketing Manager

Momentum, Inc

Nov 2015 – Present

Seattle, WA

- Implemented marketing automation for the company. Tasks for sales staff are now generated and assigned automatically based on website user activity, all communication takes place within the CRM, marketing content is delivered via automated workflows, and sales and marketing activities are tracked automatically.
- Developed a Python app to analyze and create reports from raw web traffic data retrieved from KickFire API.
- Performed a market analysis and built an interactive map of potential clients, their need for our products, and how much they could spend using Python.

Special Projects Manager

The Speidell Group

June 2007 – Feb 2015

Lynchburg, VA

- Managed a variety of projects to meet clients' marketing, advertising, and sales support needs, including translating technical knowledge into marketing copy.
- Shot and edited commercial photographs and videos for clients' marketing and advertising campaigns.
- Pitched and carried out a project to develop an automated quotation and proposal template program for a client's inside sales dept., worked with programmers and sales team to make the software fit the client's needs.

PROJECTS

Open Source Contribution - PySwarms (Portfolio Link) | *Python, Matplotlib, numpy, pytest, Git*

- Created new functions for benchmarking particle swarm optimization parameters and improved existing functions.
- Discovered an opportunity to improve visualization with Pyplot gradients and submitted the feature as a separate pull request.
- Wrote unit tests covering my changes to the project.

ODUConnect (Portfolio Link) | *ReactJS, Python, SQL, Flask, Git, Redmine, YAML*

- Led the development of a full stack prototype application.
- Built continuous deployment pipelines to update production code with changes to main.
- Led the front-end design, including process flows, UX, UI, and database requirements.
- Developed and deployed a REST API in Flask to connect the ReactJS front end to an MSSQL database.
- Broke front end components into discrete tasks that I prioritized and assigned to team members with instructions and tutorials to implement in ReactJS.

Galaxy Zoo Challenge (Portfolio Link) | *Python, PyTorch, OpenCV, numpy, Scipy, Jupyter*

- Performed a thorough analysis of the Galaxy Zoo data to inform my processing and machine learning strategies.
- Developed a data processing pipeline that identifies and extracts the region of interest from images and transforms data into Pytorch tensors.
- Built a convolutional neural network that accurately describes images of galaxies and achieves goal root mean-square error.

CPU Temperature Approximation (GitHub Link) | *Python, pytest, pydoc*

- Built a matrix solver module from scratch and implemented cubic spline, linear least squares, and linear piecewise interpolation to approximate CPU temperature time series data using test driven development.

TECHNICAL SKILLS

Languages: Python, C/C++, Java, SQL, HTML/CSS, LaTeX

Frameworks: Flask, JUnit, pytest

Developer Tools: Linux, Git, Make, Gradle, Google Compute Engine, AWS

Libraries: pandas, NumPy, Matplotlib, PyTorch, Scikit-Learn, Scipy