Marcus Bello

Associate Data Scientist

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SUMMARY

Associate data scientist with 1.5 years of experience in machine learning, predictive modeling, regression and hypothesis testing for a regional bank. Writes Python and SQL daily, hands Scikit-Learn models to engineering for deployment, and builds Tableau views that explain results to business teams.

EDUCATION

Bachelor of Science 05/2025

The Ohio State University Columbus, OH

Statistics

EXPERIENCE

Associate Data Scientist 06/2025 - Present

Scioto Valley Bank Columbus, OH

Marketing analytics team at a regional bank with 85 branches.

- Build predictive modeling scripts in Python that rank 400K customers for card offers, lifting response **21%**.
- Run hypothesis testing on email campaigns and report confidence intervals to 4 marketing managers.
- Engineer training features in SQL and Pandas, and package Scikit-Learn models for monthly deployment.
- Classify 30K customer complaints with an NLP topic model, giving the service team 12 issue categories.

Data Analytics Intern 05/2024 - 08/2024

Buckeye State Insurance Group Columbus, OH

Summer internship on the personal auto actuarial team.

- Modeled claim severity with regression for 150K auto policies alongside two actuaries.
- Designed Tableau dashboards on claim cycle times for 5 regional claims managers.
- Cleaned 6 years of policy data and wrote a data dictionary covering 90 fields.
- Presented a summary of severity drivers to the actuarial director at the end of the internship.

SKILLS

Python • SQL • Machine Learning • Predictive Modeling • Regression • Hypothesis Testing • Pandas • Scikit-Learn Tableau • NLP

CERTIFICATES

Certified Analytics Professional (aCAP)

INFORMS

03/2026