

**Celine Van Damme**  
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## Summary

- PhD Commercial Engineering (Applied Economics) with strong data science background
- Published academic papers on semantics, ontologies and data analysis which were accepted and presented internationally (see <http://celinevandamme.com>)
- Previously worked for Google's AdSense and Ad quality teams
- Extensive experience working with and analyzing large data sets both in ad tech and financial industry as a quantitative researcher using statistical analysis / ML
- Strong with R, C++, Python, MySQL, PHP, linux tools, bash, git, subversion
- Languages: English, Dutch, French and German

## Litigation Consulting

- **JKSoft, Inc. v. Innoas, Inc., Feb 2022 - Present**
  - Jurisdiction: U.S. District Court for the District of New Jersey
  - Counsel: Choi Law Group
  - Nature of Suit: Trade Secret, Copyright

## Experience

Co-founder and Principal Data Scientist, *Noisetron LLC*, **Burlingame, CA, January 2013 - present**

- Providing software engineering, quantitative research and data science contracting services.
- Experience working with very large data sets and building predictive (trading) models for the financial industry in crypto and regular markets (futures).
- Experience with backtesting and strategy development.
- Experience with online advertising and growth marketing, including building custom software tools for large scale data analytics using various languages such as python, perl and C++.
- Database design, maintenance, query development using SQL. Experience with MySQL, postgresql and SQLite.

Co-founder and Chief Data Scientist, *Percussa*, **Los Angeles, CA, 2013 - present**

For Percussa I primarily focus on data science, analytics, advertising and growth marketing:

- Co-created and promoted two kickstarter campaigns, one of which was funded 314%
- Designed and developed email marketing automation tools using PHP, MySQL and Mailgun
- Created, measured and managed facebook and adroll advertising campaigns
- Wrote PHP code for integration with clicky web analytics and capsule CRM
- Developed custom web data analytics tools

I also worked on Percussa's websites and internal tools, for example:

- Built custom ordering system in PHP with stripe integration
- Set up and managed several Amazon AWS instances (EC2, S3)
- Set up discourse forum software and built user community
- Designed and developed custom web calendar in PHP and MySQL
- Designed and developed custom CRM system

Analytical Linguist, *Google*, **Los Angeles, CA, 2014 May to October 2014**

- Supervised and monitored the quality of ad training data sets used for classification

Senior Strategist, *Google*, **Mountain View, CA, 2013 May to April 2014**

- Created new strategies to increase revenue of AdSense publishers by analyzing large data sets and wrote custom tools using bash and SQL

Data Scientist, *Vungle*, via Noisetron LLC, **San Francisco, CA, 2013 February - April**

- Optimization of ad display algorithms through statistical analysis using Perl, SQL, Weka and R

Co-founder, *Percussa*, **Belgium, 2011 to December 2012**

- Increased sales with 50% by conducting analytics initiative to profile customers and identifying new market segments
- Built marketing automation tools to optimize marketing and sales efforts within the company, such as automation tools for Twitter and Facebook using Twitter API, Facebook API, and SQLite databases
- Reduced bouncing and exit rate on website with 40% by reorganizing the information architecture of the company's website and by creating several landing pages, each focused towards a specific customer segment
- Increased search engine traffic with 50% by setting up an SEO strategy and implementing a link building program increasing the ranking of the company's website significantly

PhD Researcher and Assistant Teacher, **Vrije Universiteit Brussel (VUB), Belgium, 2005 -2011**

- Graduated with PhD thesis focused on data science / text mining, titled "[Unlocking knowledge through corporate tags](http://celinevandamme.com)" (available for download at <http://celinevandamme.com>)
- Analyzed big data sets for large European retail chain, consisting of internal messages and metadata created by over 10K employees, resulting in identification of key knowledge centers
- Created dashboards and business intelligence tools to extract knowledge from data sets
- Created custom software and MySQL queries to extract, load and transform (ETL) the data into the database, clean the tags with NLP techniques and analyse tag data using data mining
- Taught programming classes to undergraduate and graduate students of the business school (Delphi, Java, HTML and CSS)
- Taught Software for Management course (advanced use of Excel)
- Published 14 papers between 2004 and 2010, accepted by international publications, and presented at several international conferences on semantics and data analytics (<http://celinevandamme.com>)

Functional Analyst, **Van Marcke, Belgium, 2004 -2005**

- Implemented new CRM system (iExtensions CRM Lotus Notes), provided training and support, and enabled management to gain key insights into the performance of account managers.

**Education**

PhD in Applied Economics: Commercial Engineering, **Solvay Business School, Vrije Universiteit Brussel (VUB), 2005 -2010**

- Graduated with PhD thesis titled "Unlocking knowledge through corporate tags"

Master in Business Information Management, **Solvay Business School, Vrije Universiteit Brussel (VUB), 2004 -2006, summa cum laude**

- Research on applications of folksonomies in corporate software applications (master thesis)

Master in Commercial Engineering, **Solvay Business School, Vrije Universiteit Brussel (VUB), 1999 -2004, cum laude**

- Developed a new methodology to implement CRM systems in companies (master thesis)