

Student Seminar

Pi Mu Epsilon

& GAMECOCK MATH CLUB

The Value of Mathematics in Advertising

by Jeffrey Arredondo
Data Scientist, 360i



Jeff Arredondo

This talk highlights the on-going work in the field of data science within advertising. The speaker will discuss his own observations on how the field is evolving and the value that a mathematics education provides. The speaker will also discuss the shortfalls and obstacles that would have to be mitigated to pursue a career in data science as well as the advantages inherent to a rigorous mathematics education.

Jeffrey Arredondo is the lead data scientist for the Kelley Blue Book, Autotrader, and H&R Block lines of business at 360i. Jeffrey received a BS of Mathematics at the University of South Carolina and is pursuing a Masters of Applied Statistics at USC as well. Prior to working for 360i, Jeffrey worked as an electrical engineer for BNSF Railways signal design office, served as a statistical consultant for UPS and AMC Theaters, and assisted with wrangling tribal data throughout Sprints network engineering department to provide clarity to executive leadership as they strive to build a stronger LTE network. Jeffreys primary areas of interest are high performance computing, system building, deep neural networks, natural language processing, forecasting, and persuasion modeling. 360i is a leading digital advertising agency known for innovation, curiosity, bacon alarm clocks, and well timed Oreo tweets. <https://360i.com/>

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6:30 pm
LC 303B

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