

# Leila Saoud

Milwaukee, WI - Open to relocation  
Authorized to work in the U.S. without sponsorship

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## Professional Experience

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### Competitive Intelligence Associate

**Sept. 2015 - Sept. 2018**

ENGIE

Brussels, Belgium

- Analyzed market and industry data to identify actionable intelligence and provide strategic insights to top management
- Maintained a centralized knowledge database leveraged by major corporate functions
- Performed data quality checks on automated data collection and improved information retrieval precision

### Machine Learning Research Intern

**Feb. 2018 - May 2018**

TEXTGAIN

Antwerp, Belgium

- Developed and trained an SVM classifier to detect racism in French text with 81% accuracy
- Scraped 60,000+ social media posts and annotated 11,000+ for training and evaluation purposes
- Built preprocessing pipelines to deal with noisy and unstructured textual data
- Performed feature engineering including feature selection and dimensionality reduction

### Graduate Teaching Assistant

**Sept. 2015 - Dec. 2015**

UNIVERSITÉ LIBRE DE BRUXELLES

Brussels, Belgium

- Developed teaching materials for an undergraduate Information Technology course
- Conducted practical classes for 280 students
- Supervised students' content management systems projects
- Guided students and provided feedback on web development assignments

### Co-founder

**July 2015 - Oct. 2015**

SPEED COLOC

Brussels, Belgium

- Organized events that brought together potential roommates in Brussels and gathered 100+ participants per event
- Launched a successful PR campaign that led to substantial coverage in Belgian media, including the national TV news
- Developed the website and designed compelling graphic elements and marketing assets, including the logo
- Implemented a branding strategy and a communication plan based mainly on digital marketing
- Built engagement on social media through community management (Facebook, Twitter, Instagram)

### App Development Intern

**June 2015 - Aug. 2015**

IT SIDES

Rabat, Morocco

- Configured an Android application's JSON files
- Identified and logged functional and usability issues during application testing
- Increased the app's visibility through ASO (App Store Optimization)
- Conducted market research about the mobile telecommunications industry in South America, Asia and Africa

## Education

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### Master of Science - Artificial Intelligence

**2018**

KU LEUVEN

Leuven, Belgium

- Honors: *cum laude*
- Thesis: Detecting racism in online French text

### Master of Science - Information and Communications Technology

**2017**

UNIVERSITÉ LIBRE DE BRUXELLES

Brussels, Belgium

- Honors: *magna cum laude*
- Thesis: Natural language processing applied to marketing-oriented sentiment analysis

### Bachelor of Arts - Information and Communications

**2015**

UNIVERSITÉ LIBRE DE BRUXELLES

Brussels, Belgium

- Honors: *magna cum laude*

## Skills

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<b>Programming</b>	Python • SQL • R • C++ • Prolog
<b>Markup</b>	HTML • CSS • LaTeX • XML
<b>Database</b>	PostgreSQL • SQLite • MySQL
<b>Data Analysis</b>	pandas • NumPy • PySpark • Google Analytics
<b>Visualization</b>	Tableau • Qlik • Gephi • matplotlib • seaborn • Cartopy
<b>ML &amp; NLP</b>	scikit-learn • NLTK • spaCy • Pattern
<b>Graphic Design</b>	Adobe Photoshop • Adobe InDesign • Adobe Illustrator
<b>Languages</b>	English (near-native) • French (native) • Spanish (conversational) • Dutch (conversational)

## Publications

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Tom De Smedt, Sylvia Jaki, Eduan Kotzé, **Leïla Saoud**, Maja Gwózdź, Guy De Pauw, Walter Daelemans (2018). Multilingual Cross-domain Perspectives on Online Hate Speech. *CLIPS Technical Report Series*.

## Selected Projects

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### 115th U.S. Congress - k-means Clustering **Github**

- Exploratory data analysis of the 115th U.S. Congress and k-means clustering of members based on their voting records
- Technology Stack: Python, scikit-learn, pandas, NumPy, matplotlib, seaborn, Cartopy, Jupyter

### Brussels Concert Venues Database **Github**

- Creation of a database to manage concert venues in Brussels, including conceptual and logical data modeling
- Technology Stack: SQL DDL, UML

### U.S. College Majors Outcomes - Data Analysis **Github**

- Exploratory data analysis of outcomes for U.S. graduates based on their major in terms of earnings and unemployment
- Technology Stack: Python, pandas, NumPy, matplotlib, seaborn, Jupyter

### Movies Profitability - Data Visualization **Tableau Public**

- Visual exploration of The Movie Database data to identify movies' commercial success and profitability factors
- Technology Stack: Tableau, Python, pandas, NumPy

## Volunteering

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### Marketing and communications member **Jan. 2016 - Aug. 2016** AIESEC ULB *Brussels, Belgium*

- Overhauled AIESEC ULB's website and designed graphics for marketing materials
- Contributed to the development of creative communications ideas at the local chapter of AIESEC

### Community Manager **Aug. 2015 - Sept. 2015** EXPRESS ERASMUS ULB NPO *Brussels, Belgium*

- Managed the Facebook page of Express, a non-profit organisation that welcomes, helps and organises activities for students on exchange programs in Brussels
- Engaged with students on social media to promote Express' annual welcome party

### Volunteer **Sept. 2014** LA NOCTURNE DE L'ULB NPO *Brussels, Belgium*

- Volunteered for the 10th anniversary of *La Nocturne de l'ULB*, a music festival organized by students of the university and that welcomes more than 17.000 spectators

### Volunteer **Apr. 2014** FEEDBACK GLOBAL *Brussels, Belgium*

- Served a meal made entirely from fresh food that would otherwise go to waste to over 5.000 people in order to highlight the global food waste problem during the *Feeding the 5000* event at the Grasmart of Brussels