ALFIE ROBERTS MIPA | AI Consultant

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PERSONAL PROFILE

I'm a data storyteller with a background in marketing, analytics, and AI, and over eight years of experience turning complex information into clear, meaningful insights. Currently pursuing an MSc in Applied Artificial Intelligence at Westminster University whilst building tech startups, including my venture focused on brand reputation monitoring in AI-generated conversations, and a FinTech Startup focused on blocking impulse purchases before they happen, not report on them after the fact. I love building apps, developing pipelines, and tackling data challenges. Whether I'm building a model, crafting a visual, or presenting to stakeholders, my focus is always on clarity, impact, and making data make sense. I bring a mix of curiosity, creativity, and technical know-how, and I'm especially motivated by work that helps others see the bigger picture.

SKILLS & ABILITIES

Programming Languages: Advanced Python (Pandas, NumPy, Matplotlib), PySpark, SQL, JavaScript, Java, HTML, CSS.
AI & Machine Learning: Azure OpenAI API integration, Anthropic Claude API, OpenAI API, Google AI APIs, NLP implementation, embeddings, clustering methods, sentiment analysis, topic modelling, statistical modelling
Data Management & Infrastructure: Azure Synapse Analytics, API Integration, automation, complex data pipeline management, data warehousing.
Analytics & Modelling: Statistical modelling, NLP implementation, PowerBI visualisation.
Professional Communication: Experienced stakeholder management, technical presentations, and clear, persuasive data storytelling.

PROFESSIONAL EXPERIENCE

AI and Advanced Analytics Lead | Ketchum, London (Jan 2023 – Oct 2025)

- Sole developer of multiple sophisticated data analysis projects, independently integrating complex and messy datasets from various APIs and data sources into coherent, streamlined workflows using Python and PySpark
- Developed bespoke statistical models and automated data analysis processes utilising machine learning and AI tools for linguistic and contextual insights, including embeddings for clustering methods and similarity identification of long-form content
- Led international standardisation of data presentation through indexing for data visualisation, adopted globally within months of joining
- Managed Azure Synapse Analytics environments, data lakes, and complex data pipelines, significantly enhancing analytical efficiency and accuracy
- Partnered with academic experts to assess statistical significance of models, ensuring robustness and reliability
- Created custom visualisations in PowerBI and automated reports to effectively communicate analytical insights to global stakeholders
- Implemented NLP models to improve sentiment analysis and topic modelling, enhancing social media data to inform brand positioning
- Led team of two technical professionals, overseeing project development and providing mentorship
- Won AMEC award for PowerBI Measurement Dashboard
- Worked on pro bono campaign for Supplies for Ukraine CIC that won multiple awards

Director | Supplies for Ukraine CIC, London (Mar 2022 – Present)

- Founded and directed a not-for-profit, handling technical, administrative, and leadership tasks.
- Self-taught JavaScript and HTML to independently develop and manage the organisation's website.
- Successfully organised logistics, fundraising, and technical operations, applying analytical and coding skills for strategic decision-making.

Insights Executive | Oracle Advertising, London (Sep 2021 – Oct 2022)

- Conducted extensive market and data analysis, creating forecast models and strategic insights influencing high-level decision-making.
- Developed and enhanced internal analytics tools, significantly impacting sales approaches and revenue growth. This included implementing regression models to identify industry trends.
- Worked in a scrum to develop solutions in sprints rapidly for deployment across the business with a global team.

Various Employment | Various, London (Aug 2017 – Oct 2021)

- Interned in advertising, doing secret shopping for pitches as part of a summer placement during my A-levels.
- Freelanced as a web-developer, supporting businesses review their sites and offer efficiencies that can be implemented to improve their site speed and SEO.
- Worked in an advertising agency as an Account Exec, being promoted to Senior Account Exec within 6 months. My role involved managing our largest clients, taking in £1m a year, and orchestrating campaigns that generated over 3,000% ROI and won multiple awards.

EDUCATION & CERTIFICATIONS

MSc Applied Artificial Intelligence | University of Westminster (September 2025 – Present)

- Full-time postgraduate programme focusing on practical AI implementation, machine learning engineering, and AI solution architecture

Code-warrior training | Omnicom (2024)

- Data security and code integrity best practices

Various LinkedIn Learning certificates | 2023–present

- Python, C++, Data Analysis

PowerBI Basics & Advanced Certificate | Acuity Training (2023)

Advertising & Media Executive Level 3 Diploma | Arch Apprenticeships (Distinction, 2021)

Commercial, Foundation, LegRegs, Effectiveness Essentials, Diversity & Inclusion Certificates | IPA (2019–2021)

A Levels | Rickmansworth School (2019)

- Mathematics (A), Physics (B), Further Mathematics (C)

GCSEs | Rickmansworth School (2017)

- Physics (A*), Chemistry (A), Biology (A), Mathematics (8), English (7), Religious Studies (A*), French (B), Music (C)

ADDITIONAL RELEVANT EXPERIENCE

- Self-taught Python programming during work placements at Manchester University and European Space Agency, applying analytical and programming skills to scientific data analysis and problem-solving in physics and engineering contexts
- Attended RSTMH (Royal Society of Tropical Medicine and Hygiene) annual meeting to explore AI applications in global health, particularly focusing on diabetic retinopathy screening, TB drug development, and healthcare equity in low and middle-income countries