

Alexander K. Holland

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EDUCATION

University of Wisconsin - Madison

Madison, WI

Bachelor of Science

May 2025

Majors: Computer Science & Data Science; Minors in Mathematics & Leadership

PROFESSIONAL EXPERIENCE

Kohler Company

Milwaukee, WI

Data Scientist

May 2023 - Present

- Led generative AI effort, building internal GPT platform which improved speed of access to data insights by 95%+.
- Developed lead scoring model shown to save \$3.55 million/year from current methods through personalized sales.
- Improved cost and speed of marketing efforts by 50%+ by building backend of in-house “customer persona” web app.
- Enhanced demand forecasting model (\$3 billion+ revenue decisions/yr) to 80%+ accuracy by tuning hyperparameters.
- Consistently utilized and was certified in Microsoft Azure (AZ-900) and Microsoft Azure AI (AI-900).

Holland Socials LLC

Madison, WI

Founder

July 2021 - Present

- Co-founded a digital media company specializing in social media marketing, event promotion, and e-commerce.
- Grew various social media pages to over 95,000 followers, averaging over 12,000 likes per week on individual accounts.
- Increased individual client sales by over \$6,000 in 90 days by implementing targeted social media marketing strategies.
- Personally managed a team of 5 writers and graphic designers to create original, high quality, engaging content daily.
- Built 4 custom websites, managed all company data, oversaw company technology, and directed brand partnerships.

Kohler Credit Union

Kohler, WI

Information Technology Intern

June 2019 - June 2021

- Managed laptop fleet, access control system, password manager, support tickets, and end-user documentation.
- Tested scripts and software of teammates to ensure bug-free, up-to-date, and efficient implementations.

TECHNICAL SKILLS

Languages: Python, Java, C/C++, R, Spark, SQL, Flask, MATLAB, HTML/CSS, XML, LC3 Assembly

Developer Tools: Azure, Google Cloud Platform, Git/GitHub, Visual Studio, Vim, Bash, RStudio, Android Studio

RECENT PROJECTS

[View More Here](#)

Cynthia - Custom Conversational AI Personal Assistant

Python, Linux, GCP, various APIs

- Integrated Google Vertex AI, various APIs, and custom Python code to build an AI voice-controlled personal assistant.
- Developed custom abilities including wake word detection, dynamic speech recognition and voice synthesis, answering any question with real-time & accurate information, managing my Google Calendar, music recommendations, and more.
- Ported to RaspberryPi to be hosted and built a custom texting interface to allow for use from any location.

LegiTech - OCR Handwriting Analysis Scanner (Android App)

Python, OpenCV, Java, XML

- Utilized a convolutional neural network, OpenCV, a custom API, and an AWS backend to algorithmically both grade the legibility of students’ handwriting and convert scientific handwritten text to LaTeX form.
- Implemented the entire application with a team of two others in only 24 hours during ‘MadData’ hackathon.

MagicMirror - Custom Smart Mirror with Integrated Alexa

Linux, CSS, JavaScript

- Designed and built a custom smart mirror and housing utilizing open-source 2D and 3D design files.
- Implemented open-source and custom CSS and JavaScript code to create a “head’s up” display showing dynamic data such as the current time, weather, NBA game scores, upcoming events, and stocks for various users.

ORGANIZATIONS & INTERESTS

Student Leadership Program

Madison, WI

Coordinator

September 2021 - Present

- Facilitated multiple campus-wide events for 600+ students to promote effective leadership and diverse experiences.
- Led committee of 5 members to plan a campus-wide awards ceremony to recognize outstanding students and groups.

Wisconsin Autonomous

Madison, WI

Self-Driving Car “Perception” Team

December 2022 - Present

- Utilized camera & sensor data to aid in development of novel self-driving car functionality for the Chevy Bolt EUV.
- Personally worked on research and implementation of Traffic Sign Classifier & Sensor Fusion Classifier.

Other Interests:

- Quantum computing, impromptu speech, Badger football, sustainability, Billy Joel, hackathons, and waterskiing.