

PROFESSIONAL EXPERIENCE

Senior Analytics Engineer (Sep. 2021 - Current)

TALA, Santa Monica CA

- Design data architecture and project plans for a migration of data infrastructure from legacy codebase to dbt, and lead the execution of multiple projects
- Developed data validation scripts for analytics engineers to QA data before deployment to ensure data quality
- Led a team of 4 analytics engineers to implement enhanced data models for the company's key metric
- Developed ML model features with data scientists to predict customers' repayment behavior and enhanced the model performance to increase lifetime customer value by 20%
- Developed a fraud detection logic, scripts and a monitoring dashboard, and drove an implementation of fraud prevention to block fraudsters
- Led a project to automate marketing messaging audit processes by building a scalable procedure to eliminate manual work the team was doing with 500+ individual scripts
- Built a first version of SQL coding style guide for team members to adhere to the best practices

Manager - Data & Analytics (Jul. 2021 - Sep. 2021)

Senior Analyst - Data & Analytics (Mar. 2020 - Jun. 2021)

Spark Foundry, Chicago IL

- Designed and built data pipelines to automate marketing reporting using Python, Alteryx, and Datorama for several clients in Retail, Pharmaceutical, Food, Travel, and Finance industries
- Developed regression models to analyze marketing effectiveness and project optimal budgets
- Built data validation rules and processes to ensure accurate data reporting and performance measurement
- Increased utilizations of dashboards for 4 departments to help drive marketing insights
- Worked with ad tech partners to design data models that meet analytics needs and follow database best practices
- Trained, mentored and managed offshore members who support on tasks and projects

Senior Analyst - Performance Marketing (Nov. 2017 – Apr. 2020)

Analyst - Performance Marketing (Aug. 2016 – Oct. 2017)

Spark Foundry, Chicago IL

- Led data analysis and reporting to provide actionable insights for paid search campaign budget optimizations for Pharmaceutical clients
- Received an innovation award in 2018 by automating processes for reporting, budgeting and validation in Excel

EDUCATION

Master of Science in Marketing Analytics and Communications (May 2016)

Illinois Institute of Technology, Stuart School of Business, Chicago, IL

Courses: Database Management, Predictive Analytics, Marketing Research and Engineering, Business Analytics

Bachelor of Arts in Communication, concentration in cognitive linguistics (Mar. 2014)

Shinshu University, Matsumoto, Japan

OTHER ACHIEVEMENTS

Introduction to HTML5, Introduction to CSS3 by University of Michigan on Coursera (10/28/2019)

Applied Plotting, Charting & Data Representation in Python

by University of Michigan on Coursera (01/10/2018)

Founder and President of a Student Organization, Matsumoto, Japan (Apr. 2013 – Mar. 2014)

Launched a student organization and worked with local business executives and the Chamber of Commerce to host regional startup pitch competitions and to create a community to connect students with local businesses.

TECHNICAL SKILLS

dbt Cloud, SQL, Snowflake, Alteryx, Python, R, CSS, HTML, GitHub, Looker, Datorama, Power BI, MS Excel