

CHRISTOPHER PACHULSKI

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SUMMARY

Data Analyst & Engineer passionate about turning complex data into clear, meaningful insights. I thrive at the intersection of analytics, automation, and storytelling, partnering closely with stakeholders and engineering teams to deliver solutions that drive measurable results. Experienced in building intuitive dashboards, automating workflows, and optimizing digital marketing performance. I'm eager for opportunities to continue creating impact as an Analyst, Data Scientist, or Data Engineer.

Certified in Google Advanced Data Analytics, Google Data Analytics, and Data Science & R Shiny from Business Science University.

PROFESSIONAL EXPERIENCE

Sr. Business Intelligence Analyst | Engineering & Analytics

Ad.Net - December 2021 – Present

- Create Looker dashboards for stakeholders to monitor campaign and ad group performance.
- Develop and maintain a centralized Python library for the reporting, querying, and exploration of data.
- Design Jira templates and create scripts for automatic report creation via Jira API for ad hoc requests.
- Collaborate and translate needs between internal stakeholders and engineering.
- Responsible for integrating Salesforce & SimilarWeb metrics with internal data to investigate and present opportunities.
- Implement a comprehensive Bash script for automating initial setup and synchronization of coding environments for new team members, enhancing onboarding.
- Integrate tools and technologies including Git, Docker, Anaconda, ClickHouse, and PostgreSQL, ensuring seamless development operations across different platforms (macOS, Linux).
- Automated critical configurations such as SSH key setup, Docker image updates, and environment variable management.
- Utilize R (Tidyverse ecosystem) and H2O for advertiser and publisher performance forecasting.

Sr. Business Reporting Specialist | Digital Marketing Analytics

Mozilla - April 2024 – August 2024

- Designed, developed, and optimized Looker dashboards to provide real-time insights into digital advertising performance, improving client decision-making.
- Conducted in-depth funnel analysis on digital advertising campaigns to identify bottlenecks and recommend strategies for improving conversion rates.
- Collaborated with cross-functional teams to deliver customized visualizations that tracked key performance indicators (KPIs) across multiple advertising platforms.
- Utilized SQL and Looker's explore functionality to automate reporting, reducing manual efforts and increasing efficiency in analyzing campaign data.
- Led ad hoc analyses for stakeholders, providing actionable insights into audience behavior and ad spend allocation strategies.

Data Engineer, SPINS LLC

March 2021 – December 2021

- Developed and maintained automated test scripts and applications to ensure data accuracy and software quality across client-facing and internal platforms.
- Collaborated with cross-functional teams to troubleshoot issues and optimize data operations, data sourcing, and software performance.
- Leveraged expertise in statistical analysis and software engineering to validate and improve data computations for various business requirements.
- Contributed to continuous process improvements by identifying and fixing data and software issues, driving higher efficiency in data engineering workflows.
- Integrated automated test frameworks to streamline quality assurance processes, enhancing the scalability and reliability of data and software products.

Data Analyst, Consumer Edge Research

September 2019 – March 2021

- Monitored DTC credit card transactions to provide stakeholders brand performance prior to release of financials.
- Automated brand entries from 15 to 300 per week by monitoring the competition and custom algorithm creation via python, selenium, and bigquery.
- Scheduled daily calls with hedge fund, private equity, and venture capital firms for product onboarding & reviews.
- Onboarded and trained two additional data analysts, further increasing new brand ingestion and call volume.
- Created custom Looker dashboards for external client presentation on both website and private meetings.
- Scraped competitor sites and news releases in anticipation of client quality assurance and investigations.
- Improved NLP brand tagging algorithm via advanced regex, triagram & triagraph fuzzy string matching improving overall model accuracy by 20%.

Junior Pricing Analyst, Arizona Beverages

September 2018 – September 2019

- Analyzed IRI and Nielsen data to assess competitor pricing strategies and consumer behavior, identifying key market trends to support strategic pricing decisions.
- Synthesized external market data with internal sales metrics, including production and material costs, to recommend optimal price points for various product lines.
- Collaborated with Account Managers to evaluate sales margins across all product packs, ensuring alignment with profitability targets and pricing strategies.
- Provided actionable insights on post-promotion performance by tracking and analyzing pricing decisions in relation to budget and profit margins.
- Maintained detailed pricing records and evaluated long-term trends to inform future pricing strategies, leveraging both internal data and external sources such as IRI and Nielsen.

ACTIVITIES

Co Owner - MTG BAN LLC

- Collaborate with investors and software engineers to create and run BAN LLC, driving over \$1.2 million annual revenue in affiliate spend for Magic: the Gathering products.
- Work with Industry leaders such as [TCGPlayer](#), [CFB](#), [Cardkingdom](#), [StarCityGames](#), [CoolstuffInc](#), [TokyoMTG](#), [Card Conduit](#), [Card Trader](#), and [MKM](#) directly to unify pricing data across the entire industry.
- Create a community of over 350 paying members by demonstrating the value of data and delivering it in consumable fashion to industry SMEs, vendors, and hobbyists.
- Overlay predictive modeling and machine learning to forecast price movements and market arbitrage, allowing my scripts to identify and purchase products on my behalf.
- Write daily web scrapers in R/Python to gather sales and inventory data across 20+ websites globally into BigQuery.
- Create and maintain dozens of stored procedures for insight generation on [MTGBan](#) & discord webhooks.
- Perform network traffic analysis to identify and target power users, api use, and product areas of interest in real time

EDUCATION

Hofstra University, Frank G. Zarb School of Business - MBA - Data Analytics

Creighton University, Omaha, NE - BS - Biological Sciences & Classical Studies

SKILLS

Industry: Financial Services, Digital Marketing, Data Science, Data Analytics, CPG, Software & Technology

Technical Skills: SQL, R, Python, Looker, Airflow, GCS, Docker, Git, H2O, Shell Scripting, Excel

Soft Skills: Project Management (Jira and Salesforce), Communication, Leadership, Problem Solving, Organization