

# Derek Shirley

derek@derekdevs.com ❖ (940) 594-6143 ❖ Grapevine, Texas (Open to relocation.)

---

## PROFESSIONAL SUMMARY

---

Senior Data & Analytics Leader with 8+ years of experience building and scaling analytics functions from the ground up. Proven track record of architecting enterprise data strategy, establishing data governance, and partnering with C-suite stakeholders to drive revenue growth. A hands-on leader with deep technical skills in SQL, Python, and Power BI, dedicated to mentoring high-performing teams and translating complex data into business impact.

## LEADERSHIP EXPERIENCE

---

Established and led the first analytics department for American Diamond Logistics, building the function from scratch and scaling data strategy as the company grew from 15 to 40+ employees. Proven expertise in setting analytical direction, developing talent, and aligning data initiatives with executive-level business goals.

Experience also includes directly managing and mentoring a team of 15+ professionals (Park West Galleries) and leading high-impact analytics projects at GameStop and Dave & Buster's.

Proven expertise in setting enterprise-wide analytical direction, building and mentoring data teams, and owning the data roadmap from architecture to executive reporting.

## WORK EXPERIENCE

### Dave & Buster's Entertainment Inc.

August 2024 – Present

#### Senior Data Analyst (Marketing Analytics Lead)

Grapevine, TX

- Partnered with C-suite leadership to own and direct the marketing analytics strategy, translating data-driven recommendations into measurable improvements in ad spend, loyalty, and CRM performance.
- Architected and built the marketing data ecosystem from the ground up, unifying 5+ disparate data sources into Databricks. This new environment became the single source of truth for marketing, powering all new dashboards and reducing manually reporting hours by 35%.
- Delivered critical insights into web traffic and user behavior by developing self-service reports and dashboards in Power BI, Excel, Adobe Analytics, and Tableau, leading to optimized conversion rates and a better user experience.
- Spearhead high-impact analytical projects, such as integrating public datasets for true DMA-level performance analysis and performing granular transaction-level analysis to optimize user acquisition and retention strategies.

### GameStop Corp.

May 2023 – August 2024

#### Senior Data Analyst, Supply Chain

Grapevine, TX

- Drove a 93% success rate in a complex nationwide stock rebalance initiative, directly managing inventory moves and stock levels using SAP while owning the data validation and utilization strategy for the project.
- Developed and deployed Python-based demand forecasting models that directly contributed to optimized warehouse space utilization and more efficient store distribution for new gaming products.
- Automated data preparation for executive-level Power BI dashboards using Alteryx, reducing manual reporting hours by ~20 per week and providing the first unified view of performance across supply chain and sales.
- Spearheaded the analysis of terabyte-scale datasets using advanced SQL in Google BigQuery, delivering critical insights that informed key optimizations across marketing, sales, and supply chain operations.

### Glitch Breakers

January 2023 – May 2023

#### Founder / Lead Data Analyst

Northlake, TX

- Operated an independent consultancy providing end-to-end digital solutions for small business clients, from initial concept to full-stack application development and data strategy.
- Architected and implemented core data solutions for e-commerce clients, including customer data models, dynamic pricing structures, and sales reporting systems using Python and SQL.

## American Diamond Logistics

June 2020 - January 2023

Senior Data Analyst (Founding Analyst & Department Lead)

Roanoke, TX

- Established and led the company's first analytics department, scaling data strategy and capabilities as the company grew from 15 to 40+ employees and directly contributing to a 26% annual revenue growth.
- Engineered a bespoke HubSpot integration with a custom Python pipeline, creating a mobile-first tool that enabled the sales team to request and receive real-time freight quotes, dramatically improving workflow efficiency.
- Spearheaded complex pricing analysis for enterprise client bids, including Nestle and Body Armor, modeling over 4,000 shipping lanes by synthesizing massive industry datasets (DAT) with Python and SQL.
- Onboarded and trained the company's next two data analysts, creating custom scripts and Excel/Google Sheets plugins to accelerate their development and team integration.

## Park West Galleries

January 2017 - January 2020

Sales Analyst

Miami, FL

- Led and mentored a high-performance team of 15+ sales professionals, consistently exceeding revenue targets through strategic data application.
- Managed sales strategies using SQL, Python, and Excel, regularly exceeding targets of \$300K in sales over fourteen-day periods.
- Developed data-driven pricing strategies for art collections valued at over \$3 million.

## Personal Projects

---

### DerekDevs.com

Ongoing

- Independently engineered a full-stack React portfolio website to serve as a hub for showcasing data analytics and engineering projects.
- Developed and documented a complete Python-based ETL pipeline, processing and cleaning raw public datasets from sources like Kaggle into a structured format ready for analysis.
- Built and deployed interactive dashboards using web frameworks and Power BI to visualize customer behavior metrics and business KPIs from Kaggle datasets, demonstrating end-to-end project ownership.

## SKILLS

---

- **Leadership & Strategy:** Team Leadership & Mentorship, Data-Driven Strategy, Executive Communication, Product Intuition, ROI Optimization, Agile Project Management
- **Data Architecture & Modeling:** ETL Architecture, Data Pipeline Development, Data Modeling, Data Warehousing (Databricks), Data Quality Assurance
- **Analytics & Data Science:** Demand Forecasting, A/B Testing, Statistical Analysis, Advanced & Scalable SQL
- **Technical Stack & Programming:** Python (Pandas, NumPy, Scikit-learn), PySpark, Cloud Platforms (AWS, Google BigQuery), Databases (SQL Server, MongoDB)
- **BI & Visualization:** Power BI, Tableau, Alteryx, DAX.
- **Executive & Data Strategy:** Enterprise Data Strategy, Data Governance & Policy, Executive Stakeholder Management, C-Suite Communication, Team Building & Mentorship, Data Roadmap Development, Business & Financial Acumen

## Accolades

---

- Eagle Scout