

Brian Evans

Data Analyst, Aspiring Software Engineer

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[LinkedIn](#) | [Personal Website](#)

WORK EXPERIENCE

Senior Data Analyst | Capital One, Marketing Enablement

8/2020 – Current

- Developed an extract, transform, load (ETL) pipeline with PySpark to create a data mart containing billions of rows sourced from raw Avro files and serving over 50 unique internal users.
- Developed a platform with Python to automate branch closure customer communications and transfer the output data to our Salesforce ecosystem.
- Co-developed a platform leveraging PySpark to integrate digital vendor data into Salesforce for marketing use. This platform gave marketers access to hundreds of new fields.
- Developed tool with Python for importing custom datasets into Salesforce for marketing.
- Expanded marketing exclusion audiences in our digital vendor's data ecosystem using PySpark, allowing us to exclude millions of customers from digital marketing communications.
- Developed a repeatable segmentation process for marketing with Capital One's CreditWise app, enabling marketers to target 60 million customers through a new channel.
- Elevated team through leading transitions to new technologies, running retro, onboarding new team members, and expanding onboarding documentation.

Data Analyst | Capital One, Marketing Enablement

8/2019 – 8/2020

- Developed an ETL pipeline to create a data mart for Salesforce email data which allowed dozens of analysts to query data in Snowflake that was previously only accessible through downloading daily csv files from S3.
- Wrote code to segment customers for Bank's largest marketing campaign, which was used to send hundreds of millions of customer communications.
- Created a Tableau dashboard to visualize customers opting-out from bank marketing emails and integrated new data sources in order to capture previously untracked opt-outs.

Data Analyst Intern | Capital One, Product Experience

5/2018 – 8/2018

- Created an internal documentation website to assist hundreds of analysts with data migration to the cloud, utilizing Sphinx and docstrings to automate documentation of Python functions on the site.
- Used JavaScript, jQuery, and CSS to create and format the site.
- Wrote Python script to convert multi-layered JSON files to HTML tables.

PERSONAL SOFTWARE PROJECTS

Twitter Bot for Daily Twitch Metrics - [GitHub](#)

- Implemented the Twitch API to pull view counts for games and streamers every 30 minutes and Python to write the data to a Postgres database.
- Implemented the Twitter API to automate tweets sharing metrics on games and streamers.
- Added query functionality allowing Twitter users to query the database by tagging the bot in a Tweet containing a game or streamer name.
- Deployed the bot to an EC2 instance to prevent downtime and containerized the project using Docker.

Reddit Comment Scraper and D3 Visualization - [Web Page](#)

- Used Reddit's [Pushshift API](#) to scrape r/NFL for comments containing team names and parsed data into yearly, monthly, and weekly JSON files.
- Created an interactive line chart using D3.js. Users are able to highlight by conference, division, and team using HTML buttons and select data for specific yearly, monthly, and weekly intervals.

Parallel Coordinates Visualization in D3 - [Web Page](#)

- Created an interactive parallel coordinates chart using D3.js to compare NFL stats across teams.

EDUCATION

Ohio State University - BS

Data Analytics, Minor
Economics

[Coursework Visualization](#)

TECHNICAL SKILLS

Languages:

Python	SQL
PySpark	Java
JavaScript	R
Shell	

Databases:

ANSI SQL	PostgreSQL
Snowflake	

Data Visualization:

Tableau	Matplotlib
D3	

Tools and Technologies:

VS Code	DataBricks
Docker	S3
EC2	Linux
Git	GitHub Pages
Jupyter NBs	SalesForce
Pandas	TensorFlow
CSS	HTML