Sebastian Engels

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A Data Scientist with a strong digital Marketing and Event background that is passionate about using technology and data to solve business problems. I burn for data-driven problem-solving and working in agile teams.

Experience

DATA ANALYST (MARKETING) *for Forestry.io in Charlottetown, PEI (Remote)*		**02/2018 – NOW**

I spun up the metrics program to allow for deeper insights and more flexibility using a data warehouse and other tools. I'm running weekly metrics meetings to share user insights with the team and to execute data-driven experiment in Marketing and Product Development.

★ **General:** Python, SQL, Anaconda, GitHub and Postgres. **Data Acquisition:** various API libraries from our data storage providers. **Data Wrangling, Visualization and Experimentation:** Pandas, Jupyter Notebook, Matplotlib/Seaborn and other common tools.

CEO, CO-FOUNDER *for Owl & Squirrel Studio in Berlin, Germany*		**01/2017 – NOW**

I co-founded this boutique design and software agency that creates light-weight web and mobile-first solutions.

★ **General:** HTML5, CSS, Javascript, ReactJS, Gatsby, Hugo, Jekyll. **Tools:** Google Tag Manager, Google Analytics, Google Optimize, Adobe Creative Cloud.

DIGITAL MARKETING SPECIALIST *for Righteous Babe Records in Buffalo, NY*		**06/2015 – 12/2016**

Overseeing all digital marketing activities (incl. Social Media, Video and Website) for the record label Righteous Babe Records and the concert hall Babeville.

★ Implemented regular analytical reports for all digital marketing activities to generate insights and optimize our social media ad budget spending.

★ Created a new system of automating scheduled posts connecting it with other general planning tools

Education

ARTS MANAGEMENT (M.A.) – GPA 3.94/4.0 *State University of New York at Buffalo*		**2014 – 2016**
BUSINESS ADMINISTRATION (B.SC.) – GPA 4.0/4.0 *University of Potsdam (Berlin, Germany)*		**2010 – 2014**

Achievements

FULL-SCHOLARSHIP OF THE UNIVERSITY AT BUFFALO (08/2014 – 05/2016)

FULBRIGHT SCHOLAR (08/2014 – 12/2016)

AWARDED BEST BACHELOR'S THESIS (03/2015)

Tech & Tools

PROFICIENT - Python, PostgreSQL, Jupyter Notebook, Pandas, Numpy, Matplotlib/Seaborn, Github, Anaconda, S3, Flask, Adobe CC, HTML5, CSS, Javascript

FAMILIAR - Docker, SQLAlchemy, Gatsby, Hugo, Prisma, ReactJS, GraphQL, Next

Certificates

DATA SCIENCE TRACK
Springboard | Iss. Jul, 2019