

Sebastian Engels

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BERLIN, GERMANY

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.

Education	ARTS MANAGEMENT (M.A.) - GPA 3.94/4.0 <i>State University of New York at Buffalo</i>	2014 - 2016
	BUSINESS ADMINISTRATION (B.SC.) - GPA 4.0/4.0 <i>University of Potsdam (Berlin, Germany)</i>	2010 - 2014
Experience	DATA ANALYST (MARKETING) for <i>Forestry.io</i> in <i>Charlottetown, PEI</i> (Remote)	02/2018 - NOW
	<p>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/behavior insights with the team and to execute data-driven experiment in Marketing and Product Development.</p> <p>★ 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 and libraries.</p>	
	CEO, CO-FOUNDER for <i>Owl & Squirrel Studio</i> in <i>Berlin, Germany</i>	01/2017 - NOW
	<p>I co-founded this boutique design and software agency that creates light-weight web and mobile-first solutions. We're here to craft serious websites and whimsical apps that can provide great brand communication, fast.</p> <p>★ General: HTML5, CSS, Javascript, ReactJS, Gatsby, Hugo, Jekyll. Tools: Google Tag Manager, Google Analytics, Google Optimize, Adobe Creative Cloud.</p>	
	DIGITAL MARKETING SPECIALIST for <i>Righteous Babe Records</i> in <i>Buffalo, NY</i>	06/2015 - 12/2016
	<p>Overseeing all digital marketing activities (incl. Social Media, Video and Website) for the record label Righteous Babe Records and the concert hall Babeville.</p> <p>★ Implemented regular analytical reports for all digital marketing activities to generate insights and optimize our social media ad budget spending.</p> <p>★ Created a new system of automating scheduled posts connecting it with other general planning tools</p>	

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Experience Continued	EVENT MARKETING ASSISTANT <i>for Berlin Pride in Berlin, Germany</i>	12/2012 - 07/2014
	<p>At Berlin Pride, one of the largest parades in Europe, I was responsible for general Marketing and Event activities (Social Media, Press Briefings etc.)</p> <ul style="list-style-type: none">★ Introduced a kids' friendly corner and lounge organizing 20+ volunteers, raising funds from sponsors as well as communicating with other stakeholders (in and outside the organization).★ Worked with 45 Pride organizations to pull together content for the annual nationwide Pride Publication.	
	HEAD ORGANIZER <i>for uniContact in Potsdam, Germany</i>	05/2011 - 01/2012
	<p>Led organizational team for student job fair, the largest student operated project at University of Potsdam.</p>	
Most Proud Of	FULL-SCHOLARSHIP OF THE UNIVERSITY AT BUFFALO (08/2014 - 05/2016) The University at Buffalo awarded me a full-scholarship for my studies in the Arts Management Program.	
	FULBRIGHT SCHOLAR (08/2014 - 12/2016) The Fulbright Scholarship is a prestigious certificate of excellence for those that seek to promote mutual understanding between cultures and across nations.	
	AWARDED BEST BACHELOR'S THESIS (03/2015) A Bachelor's Thesis using qualitative research to evaluate the Degree of Innovation in Business Models in the Music Industry.	
Favourite Technologies & Tools	PROFICIENT - Github, VS Code, Python, Postgres, SQL, Anaconda, Flask, SQLAlchemy, Jupyter Notebook, Pandas, Seaborn, S3, Gatsby, Hugo, Adobe CC, HTML5, CSS, Javascript	
	FAMILIAR - Docker, Prisma, ReactJS, GraphQL, Next	