CV of Lennard Sievers

About

5 years of experience consulting E-Commerce and Online Tech-Companies.
Expert on Answering Questions related to Marketing Strategy, General Business Strategy (4Ps) and Data Integration Best Practices.
Experienced in Prototyping and Evaluating Complex Statistical and Machine Learning Models.
Experienced in Reporting in Tableau and Excel using advanced SQL-Querying-Techniques.

Experience

Senior Marketing Analyst
[Quandoo](#)
Jan 2019 - Present3 years 1 month
Berlin

Created a Cover Prediction Model that segments potential B2B prospects using a Random Forest Algorithm -> increased accuracy by +50% relative to the incumbent segmentation model
- Created Marketing Data Mart combining Transaction data, Marketing Cost data, Web Session Data, Search Console Data and B2B Client Data
- Analyses on different Attribution Models
- Reporting of Marketing Cost and Revenue and Marketing Campaign A/B tests in Tableau

Web Analyst
[idealo internet GmbH](#)
Oct 2016 - Sep 20182 years
Berlin, Deutschland

Analyses on company-wide SEM Black-out-Test using R and Logit-Regression
- Analyses on company-wide SEM Brand Keyword Blackout Test leading to High-Digit Cost Reduction
- Revenue and Session Reporting for Paid Channels using Splunk Query Language
- Project Management of Google Analytics Tracking Improvements
- Introduced company-wide Advanced-Ecommerce-Tracking to include Transaction-, Revenue- and Product Category Measures in Google Analytics Reporting

Data Analyst
[DeinDesign GmbH](#)
Nov 2015 - Sep 201611 months
Berlin, Deutschland

Implementation of Advanced Ecommerce Tracking in Google Analytics
- Managed an A/B Test Project for the Checkout Funnel increasing CTR by +30%
- Introduction of clean Last-Click Attribution Model for Revenue Reporting

- Revenue Reporting with SQL
- Reporting and Analyses on Email CRM campaigns

Web Analyst Intern
reBuy reCommerce GmbH
May 2015 - Oct 20156 months
Berlin, Deutschland

reporting on bi-weekly Integrated Marketing Communications Campaigns
- calculating uplift of revenue versus simulated revenue forecast
- created a tool in R that automatically evaluates the results of Email Campaign A/B tests
- Web KPI Reporting using WebTrekk
- bi-weekly Analyses of trend deviations per product category