



Lukas Hofer

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SUMMARY

I am a skilled data engineer with a strong background in data analytics, creating and deploying data pipelines on different platforms. Highly skilled in database programming, ETL, and data integration. Proven ability to design and implement efficient data models for analytics and reporting.

EXPERIENCE

Data Engineer | Marketing Tech & Products | OTTO (GmbH & Co KG) | Hamburg | January 2023 - Present

- Developing data integrations using ETL processes for media and eComm data sources by leveraging big data technologies such as Google Cloud, Terraform, Docker and Exasol, collaborating with data scientists to create dynamic reporting solutions.
- Engineered and optimized data pipelines, including automated data ingestion pipelines and improving data reliability and accuracy using Python, SQL, NoSQL and Apache Airflow.
- Writing documentation related to data pipelines and architecture that cross-functional teams use for analysis and reporting.

Analytics & Technology Manager | Online Marketing | OTTO (GmbH & Co KG) | Hamburg | September 2020 - December 2022

- Developed, expanded and maintained Power BI reports and dashboards for various business units, including Classic & Programmatic Media and Social Media, to monitor and analyze key metrics, such as costs, revenues, and sales performance.
- Implemented analyses to measure the success of marketing campaigns and interpret the results for future optimizations.
- Development and technical coordination of the AdTech Stack (Revjet, Adex, Addition, Active Agent).
- Improved advertising through A/B tests using Dynamic Creative Optimization (Revjet).

Working Student | Online Marketing | OTTO (GmbH & Co KG) | Hamburg | October 2018 - August 2020

- Worked in the Classic & Programmatic Team, responsible for reporting and analyses of campaigns, as well as creation and control of ads.

Account Manager | Hewlett Packard Enterprise | Bad Homburg | October 2017 - September 2018

- Account Manager for all public customers (public authorities, research & education, health & social services) in Hesse, Rhineland-Palatinate and Saarland. Responsibility for sales of HPE Aruba Wireless & Wired LAN solutions, coordination of internal resources and external partners to provide individual solutions, as well as building and maintaining customer relationships at all organizational levels.

Dual Study Program | Hewlett Packard Enterprise | Bad Homburg | October 2014 - September 2017

- Conducted a dual study program in Business Informatics (B.Sc.) with a focus on Sales & Consulting, alternating between theory at university and practical work at HPE. Gathered experience by working in different departments including Competitive Analysis, Sales Strategy (abroad in Prague), IT Service Management, Digital Sales/SEO/SEA and Support/Enterprise Account Management.

EDUCATION

Master of Science in E-Commerce | Fachhochschule Wedel | 2,2 | Wedel | 2018 - 2020

- Topic of the master thesis: Trick or treat: Dark patterns in couponing (Grade: 1,7)

Bachelor of Science in Business Informatics | Duale Hochschule Baden-Württemberg | 2,2 | Mannheim | 2014 - 2017

- Topic of the bachelor thesis: Competitive analysis of storage solutions from leading manufacturers: evaluation and development of sales arguments for product positioning using the example of HPE (Grade: 1,0)

Allgemeine Hochschulreife (Abitur) | KGS Stuhr-Brinkum | 2,4 | Stuhr | 2005 - 2014

SKILLS

Technical Skills: Advanced knowledge of Python, PowerBI, SQL, NoSQL, Exasol, Google Cloud, Terraform, Apache Airflow, GitHub, Google Ads and basic knowledge of HTML, CSS, Java

Languages: German (mother language), English (proficient), Spanish (basic knowledge)

Other: Sailing (SKS license), skiing, strength training, pc building & video gaming