

EXPERIENCE:

May '19-Present

Datadog — Product Marketing Manager (New York,

- Continuously building and executing GTM strategy for AIOps, monitor and alert functionality, and the Datadog mobile application
- Conducting technical sales enablement courses for Account Executives across the U.S.
- Creating marketing content: case studies, video testimonials, and SEO-optimized pages

Aug '18-Apr '19

Nielsen — Senior Project Manager, Cloud Transformation (Tampa, FL)

- Built a cloud (AWS+Azure) financial model for 2019, outlining requirements for \$12MM+ in cost savings, published to the CIO
- Cut \$387,000 in annual cloud spend via S3 optimization pilot project, publishing an internal S3 optimization whitepaper in the process
- Manually audited and integrated cloud platforms for 7 U.S. & Int'l acquired companies
- Responsible for continuous data analysis (SQL + Athena) on cloud spend & cloud utilization data to find areas for opportunity and optimization

July '16-'18

Nielsen — Global Technology Leadership Program

- **Rotation 4: Technical Product Owner & Designer/Architect (Milan, Italy)**
 - Transformed a waterfall development team into a fully-Agile Scrum team
 - Translated requirements from Product & Engineering teams and architected technical features as part of development of a new global data ingestion system
 - Coordinated international Product & Operations teams across the U.S. and Europe to align stakeholders and conduct UAT, creating a feedback loop to the dev team
- **Rotation 3: General Mills Innovation Client Consultant (Minneapolis, MN)**
 - Queried and modeled Nielsen data to build end-to-end product line studies; presented on findings and action recommendations General Mills clients
 - Co-developed an extensive ad-hoc study on emerging food brands for client strategy
- **Rotation 2: Product Owner & Scrum Master (Tampa, FL)**
 - Led a 12-developer Agile team to replatform an \$80MM product from Oracle to PostgreSQL and Java to Spark+Hadoop with 0 production impacts
 - Built product roadmaps and owned a JIRA board end-to-end through 2 planning increments, with high quality standards for acceptance criteria and requirements
 - Collaborated with Product Leadership to design product renovations and new features based on company data assets and competitive product research
- **Rotation 1: Cloud Engineer (Tampa, FL)**
 - Developed and deployed 15 Lambda microservices (Python+Boto3) to production AWS environments for security and compliance automation
 - Architected and deployed a cloud financial dashboard using microservices + Spotfire

May-August, 2015

Northwestern Mutual Investment Management Company — Milwaukee, WI

Investment Research Intern — Equity and Municipal Credit

- Built financial models and conducted research on healthcare company equities
- Designed & built a statistical ratings model to assess credit quality of municipal bonds

EDUCATION:

2011-2016

Marquette University — Milwaukee, WI

Bachelor of Science in Business Administration — Summa Cum Laude

Majors: Information Technology, Accounting, Finance (Applied Investment Management)

PUBLICATIONS:

Isken, A. (2016), "Beating the Stock Market: Measuring the Predictive Power of Twitter Sentiment Analysis," *Proceedings of the 6th Undergraduate Conference in Information Systems (UCIS)*, Carnegie-Mellon University, Pittsburgh, PA. (Best Conference Presentation)