ALEX ISKEN | 1.920.918.2088 | alexander.isken@gmail.com

EXPERIENCE:

May '19-Present   **Datadog — Product Marketing Manager (New York, NY)**
- Continuously build and execute GTM strategy for AIOps, monitor and alert functionality, and the Datadog mobile application
- Conduct technical sales enablement courses for Account Executives across the U.S.
- Create 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 finders 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)