

EXPERIENCE:

May '19-Present

Datadog — Product Marketing Manager (New York, NY)

- Developing and executing go-to-market strategy for Datadog SaaS, focused on machine learning features, SRE features, and the Datadog mobile application
- Building and teaching technical sales enablement courses for global salespeople
- Crafting marketing assets: written case studies, video testimonials, webpages, and SEO-optimized landing pages

Aug '18-Apr '19

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

- Built a multi-cloud (AWS + Azure) financial model for 2019, outlining requirements for \$12MM+ in annual savings, published to the CIO
- Published an internal white paper on cost-optimized S3 policies and architectures; presented internal workshops to engineering teams company-wide
- Cut \$387,000 in annual cloud spend in 2 months via S3 optimization project
- Audited and integrated cloud accounts for 7 U.S. & Int'l acquired companies

July '16-July '18

Nielsen — Global Technology Leadership Program

- **Rotation 4: Technical Product Owner & Designer/Architect (Milan, Italy)**
 - Defined requirements with Product & Operations teams for a new global data ingestion system; architected features for data validation and redundancy based on strict data ingestion conditions varying by country
 - Instituted Agile for a new development team and oversaw engineering progress
- **Rotation 3: General Mills Innovation Client Consultant (Minneapolis, MN)**
 - Modeled cross-segment shopper data to build several end-to-end product line studies; presented action recommendations to capitalize on emerging CPG trends
 - Co-developed an extensive ad-hoc study on growth drivers from the most successful emerging food brands through the previous 5 years
- **Rotation 2: Product Owner & Scrum Master (Tampa, FL)**
 - Led a 12-developer team to replatform an \$80MM/year product from Oracle to PostgreSQL and Java to Spark + Hadoop with 0 production impacts
 - Collaborated with Product Leadership to design product expansions 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
 - Built a multi-cloud financial dashboard using AWS (SNS, Lambda, S3) + Spotfire

May-Aug '15

Northwestern Mutual — Equities Investment Research Intern (Milwaukee, WI)

- Built financial models, worked with sell-side analysts, and met with executive teams of large-cap healthcare companies; added a new healthcare holding to the NMI portfolio
- 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)

Independent Studies: Mobile Apps Development

Social Data Mining with Python Programming

PUBLICATIONS:

Feb '16

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)