

Daniel Goldin

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PROFESSIONAL EXPERIENCE

Makers Alley (<https://makersalley.com>)

New York, NY

Tech Cofounder

Oct 2012 to Present

- Built a marketplace to connect woodworkers, metalworkers, and designers who specialize in custom furniture with customers
- Developed the data model which included supported for customizable options

Pressi (<http://getpressi.com>)

New York, NY

Tech Cofounder

Jul 2011 to Present

- Led the backend development of Pressi (formerly Glossi), a platform to help consumers and companies brand themselves by aggregating their social media into mashup pages
- Achieved ramen profitability within the first year

Yodle

New York, NY

Product Manager

March 2010 to Present

- Worked closely with the engineering and UX teams to build a real-time commission system that is shifting sales rep behavior
- Revamped client services and sales metrics to align with strategic company goals
- Managed the development of a company-wide reporting system that is currently responsible for hundreds of reports across every department
- Initiated a project to clean up the call tracking system and improve the ROI for clients

Quantitative Engineer

February 2009 to March 2010

- Researched and developed models to simulate SEM bidding that led to a 15% ROI increase for clients
- Released a tool to identify and recommend upsell candidates which led to a 25% increase in month/month upsells
- Applied machine learning techniques to automatically classify clients' phone calls
- Codeveloped a backtesting framework to help measure the accuracy of optimization models and accelerate development speed

Scenepeek

New York, NY

Cofounder

March 2008 to March 2010

- Cofounder of a startup that tried to help users discover and share local events
- Developed simple machine learning algorithms to extract structured event data from raw text
- Integrated the Solr indexing engine to improve performance of search functionality

Och Ziff Capital Management

New York, NY

Quantitative Analyst

April 2007 to January 2009

- Designed and developed a framework to easily test various trading strategies which led to increased productivity for a four person team
- Developed a system to recommend portfolio hedges which was used in a \$10B+ equity portfolio
- Created an anomaly detection system to identify mistakes in vendor data before they were used by the financial models

ZS Associates

New York, NY

Associate

July 2005 to April 2007

- Created a model to determine optimal sales force size and structure for a 10,000 person sales force
- Analyzed the promotion system of a large pharmaceutical company and provided an interactive dashboard
- Managed the transition of an incentive compensation system to a three person team in India

Other

Cornell University - Academic Technology Center Consultant

June 2004 to May 2005

Prebon Yamane - Junior Programmer

Summer 2001, 2002

EDUCATION

Cornell University

College of Arts and Sciences

Ithaca, NY

August 2002 to May 2005

- Majors: Economics and Mathematics; Minor: Computer Science
- Graduated in three years with two majors and one minor
- Cumulative GPA: 3.57; Economics GPA: 3.86; Mathematics GPA: 3.62
- SAT: 1500 (800 Math; 700 Verbal)
- Activities and Awards
 - Tied for first place in the Cornell Freshmen Mathematics Prize Exam
 - Editor of the Visible Hand - Cornell's undergraduate economics journal
 - Member of the Cornell Investment Club and the Cornell Economic Society

ADDITIONAL

Skills, Interests, Projects

- Technical proficiencies: Microsoft Office and VBA, Perl, PHP, R, Python, Django, Javascript, D3, Vega, Java, MySQL, PostgreSQL, Bloomberg, SVN, CVS, Git, JIRA
- Languages: Russian (fluent)
- Interests: Swimming, game theory, reading, traveling, genetic programming, data, visualization
- Projects:
 - Persistent genetic programming framework to simulate long running evolutionary processes
 - Personal finance toolkit to manage my investment portfolio
 - Digital art algorithm that tries to decompose an image into geometric shapes