Andrew Geisler
Senior Data Analyst
Old Hickory, TN

andrew.geisler@gmail.com
github.com/andrewgeisler
linkedin.com/in/andrewjgeisler
615-828-6982

Passionate data professional seeking continued growth and community in all things R, stats, modeling, and data analysis.

Experience

GoNoodle | May 2016 — May 2020
Senior Data Analyst

Supported product, marketing, and sales department company goals by building models, custom analysis, and tools catered to specific business needs.

- Modeling user lifetime value based on potential ad revenue
- Modeling user engagement based on content consumption
- Survival analysis to address user retention goals
- A/B Testing (BayesAB) product features
- Projecting and forecasting ad inventory and revenue opportunities
- Developed corporate dashboards to standard business KPIs across the organization

Improved consistency and reliability of data products by designing and developing custom ETL data pipeline.

- Redshift/s3 Data Warehouse
- Apache Airflow, Python, SQL
- AWS Tools: (s3, Kinesis, Athena, Redshift, RDS)
- Standardized Reporting and Exploration (Looker, Python)

Increased data team throughput by planning, managing, gathering requirements, and estimating projects into weekly sprints.

- Improved cross department relationships
- Shortened development cycle
- Executed in clubhouse.io

iostudio, llc | Jan 2012 — May 2016
Business Intelligence Supervisor

Enabled account management team to proactively track, monitor, and drive toward client success by determining KPIs, gathering requirements, and planning required data processes.

- Project/Team management
- Measurement plans, KPIs, project planning.
- Internal dashboards and standardizing and automating client reporting
- Web Analytics (Google Analytics)
- Lead Segmentation Analysis and Research

Delivered consistent, accurate, and reliable data projects by designing and maintaining data warehouse and ETL processes.

- Integrating multiple sources (Google Analytics, Call Center, Contract Conversions)
- Cross-departmental collaboration (Developers, IT, Account Management, Call Center)
- ETL Processes (Pentaho & R scripts)

Bohan Advertising | Feb 2008 — Jan 2012
Brand Engagement Specialist

- Media Planning, Buying (traditional and digital)
- Audience Research and Impact Analysis (Market penetration and coupon ROI tracking)

The Buntin Group | Feb 2007 — Feb 2008
Assistant Media Planner/Buyer

- Assisted Planners and Buyers, Audience Research

Navigation Advertising | May 2006 — Feb 2007
Marketing Associate

Technical Skills

- R, RStudio
- Shiny, RMarkdown
- SQL
- Python
- Looker
- Airflow
- Talend/Pentaho
- AWS Tools (Redshift, Lambda, Kinesis, Glue Catalog, Athena)

Education

Middle Tennessee State University
Aug 2002 — Aug 2006
Bachelor of Science
Advertising | Marketing | Philosophy

Courses & Certificates | 2012 - Present

Datacamp.com

- Data Scientist with R Track
  - **23 Courses**
  - Track completed April 2019
- Big Data with R Track
  - Writing Efficient R Code
  - Scalable Data Processing in R
  - Introduction to Spark in R using sparklyr
  - Parallel Programming in R

Coursera.org

- Bayesian Statistics: From Concept to Data Analysis
  - Currently enrolled/auditing

edx.org

- Foundations of Data Analysis
- Introduction to Big Data with Apache Spark
- The Analytics Edge (audit)