# Brian D. Castelino

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## Summary

Data-driven professional with 4 years of experience in Ad Technology, specializing in data analysis, business intelligence, and process optimization. Skilled in statistical analysis, data visualization, and database management to drive actionable insights. Proven ability to improve operational efficiency, automate processes, and enhance decision-making. Proficient in SQL, Python, Tableau, Power BI, and Excel. Known for solving complex problems using data analytics and machine learning.

## Professional Experience

*Graduate Teaching Assistant*, George Mason University - Systems Engineering and Operations Research Department – Fairfax, VA
*Aug 2024 – Jan 2025*

- Tutored 40+ students weekly on optimization models and simulation techniques using Excel and Python.
- Used Excel, Word, and Frontline Solver to simplify tasks and teach optimization concepts.
- Applied Gurobi in Python for classroom problems, increasing student accuracy in solving LP/IP tasks by 30%.
- Fostered peer learning through interactive lab sessions, improving engagement scores by 20%.

*Senior Product Analyst*, Media.Net Software Services Private Limited – Mumbai, IN
*Jan 2022 – Aug 2023*

- Collaborated with the product team to design and implement data-driven solutions to optimize Ad Tech performance.
- Conducted statistical analysis to improve recommendation accuracy by 50% and reduce defect resolution time by 60%.
- Automated data processing with Excel and scripting tools, cutting processing time and increasing analysis speed by 50%.
- Managed 5+ cross-team projects, delivering 100% on time using Jira and Slack.
- Streamlined complex methodologies, improving team efficiency and knowledge transfer.
- Mentored and trained 10 junior analysts, boosting their productivity by 40%.

*Product Analyst*, Media.Net Software Services Private Limited – Mumbai, IN
*Jul 2019 – Dec 2021*

- Troubleshot and resolved product issues with high accuracy, reducing resolution time by 50%.
- Executed high-level tasks in a fast-paced environment, enhancing team efficiency.
- Implemented new methodologies in web and Ad Tech, enhancing product performance.
- Supported cross-functional teams, improving communication efficiency by 30%.
- Created product documentation and conducted training sessions, leading to a 15% increase in adoption rates.

## Skills & Technologies

**Data Engineering & Visualization:** Data Cleaning, Data Mining, Statistical Analysis, Data Visualization, Machine Learning (Scikit-Learn, TensorFlow), Databricks, ETL (Extract, Transform, Load)

**Database & Cloud:** MS SQL Server, MySQL, MongoDB, Hive, AWS (RDS, S3), Google Cloud Platform (BigQuery)

**Programming & Scripting Languages:** Python (Pandas, NumPy, Matplotlib, Seaborn), R (ggplot2, dplyr), SQL, C++

**Project Management Tools:** Agile & Scrum, MS Office Suite (Excel, Word, PowerPoint), Jira, Slack, YouTrack, LaTeX

**Business Intelligence Tools:** Tableau, Power BI, Looker, Excel (Pivot Tables, VLOOKUP, Macros), Google Sheets

**Customer Relationship Management (CRM):** Salesforce, Sugar CRM, Google Ad Manager

**Domain Expertise:** Data Analytics, Business Analysis, Product Management, Competitive Intelligence, Supply Chain Optimization, Demand Forecasting, Database Management, Quantitative Analysis, Ad Campaign Management

**Tools & Platforms:** Postman API Platform, Catchpoint Systems, Git/GitHub, Jupyter Notebooks, Google Analytics

## Education

**George Mason University (GMU)**, MS in Data Analytics Engineering, Fairfax, VA
*Aug 2023 – May 2025*
**GPA:** 3.8 **Major:** Data Modeling/Warehousing and Database Administration

**University of Mumbai (MU)**, BE in Information Technology, Mumbai, IN
*July 2015 – May 2019*