

# Bianca Liebhaber

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## Senior Data Analyst | Product Strategy & Analytics

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Biologist-turned-data-expert with 5+ years of experience driving business impact through data analysis, product experimentation, and executive reporting. Known for developing scalable analytics pipelines, influencing leadership through data-driven storytelling, and solving ambiguous problems at the intersection of technology, media, and user behavior.

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## Core Competencies

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**Platforms and Tools:** Tableau, SQLMesh, GitHub, Snowflake, Salesforce, Apache Airflow, Google Analytics, AWS, Jira.

**Programming Languages:** Advanced SQL; beginner-level HTML and Python.

**Skills:** Metrics Definition, Data Visualization, Stakeholder Communication, ETL Pipelines, Strategic Analysis, Media Analytics.

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## Work Experience

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**PitchBook Data (Morningstar Inc.)** | Seattle, WA

**Senior Data Analyst** | May 2024 – Present

Sole analytics lead for the Editorial, Media Sales, and Research teams, owning and developing the department's analytics layer.

- Replaced fragmented reporting with scalable data pipelines, enabling historical trend analysis and forecasting.
- Recognized as “mission-critical” to cross-functional efforts across Product, Marketing, Engineering, and Finance.
- Designed, built, and published 15+ data models to replace custom queries in legacy workbooks—reducing tech debt, load times, and single-owner dependency—and standardized documentation to accelerate issue resolution.
- Awarded an off-cycle bonus for a high-visibility user engagement dashboard praised for precision and strategic value.

**Amazon (Amazon Music)** | Seattle, WA

**Business Analyst II** | Dec 2021 – Jan 2024

Dedicated BI analyst for Amazon Music's Catalog division, operating within the Data, Insights, Science, and Optimization org.

- Created the analytics program across editorial metadata, supply chain operations, and fraud and content risk management.
- Automated the Catalog's first weekly business report covering 250 metrics, saving 8+ hours per sprint, offloading metric duties from four product engineers and enabling reallocation of a proposed BI headcount.
- Selected for the 2022 Amazon Music Employee Spotlight for contributions to team culture and analytics innovation.

**Business Analyst I** | Aug 2021 – Nov 2021

- Created weekly office hours achieving 72% attendance over 12 months, improving team data literacy and BI tool adoption.
- Delivered litigation-driven analysis that saved Amazon Music \$2M+ in royalty-related costs.

**Catalog Specialist I** | Jan 2019 – Jul 2021

- Built internal Python tools for metadata quality assurance and playlist conversion: “Twitterscraper” to scrape X (formerly Twitter) for music genre and lyric data quality issues; “Playlist Converter” to convert Spotify playlists to Amazon Music.

**Barber Consulting Group** | Remote

**Music Programming Lead** | Feb 2017 – Present (Part-Time)

Head of music program for our primary client, Nordstrom, with streaming in over 350 stores nationwide.

- Curate and manage monthly updates for five playlists (250–1,000 tracks each), including seasonal and specialty content for Spanish-speaking customers, while partnering with a third-party vendor on licensing and in-store hardware audits.
- Secured three consecutive three-year Nordstrom contract renewals through programming and operational excellence.
- Honored by the Nordstrom Co-President for excellence in content design and strategic execution.

**MediaNet** | Seattle, WA

**Music Content Coordinator** | Sep 2017 – Dec 2018

- Pioneered MediaNet's first data analytics program in Power BI to address ingestion bottlenecks and errors.
- Developed the first internship program, saving full-time staff 12+ hours weekly through hiring, training, and mentoring.

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## Education

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**B.Sc. in Molecular, Cellular, and Developmental Biology**

University of Washington, Seattle, WA