**CARTNEY D. THOMPSON**

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**EDUCATION**

**MS in Applied Data Science** *2018-2019*

**Syracuse University**

Expected Graduation Date: Spring 2019

**BS in Mathematics/Applied Science** *2002-2006*

**University of California, Los Angeles**

Graduation Date: December 2006

**PROFESSIONAL EXPERIENCE**

**Showtime Networks Inc.** *03/2019 – Current*

***Data Engineer*** *New York, New York*

**Match Media Group** *06/2016 – 12/2018*

***Data Scientist*** *New York, New York*

* Oversaw successful implementation of Salesforce Data Management Platform across six autonomous dating sites.
* Developed more than 600+ audience segments for ad targeting from user behaviors, deterministic registration data, 3rd party data providers to fill missing gaps.
* Utilized statistical modeling techniques (using Python) to build lookalike audiences at scale for attributes that could not be incorporated into third party databases.
* Partnered with peers across the advertising eco system for data activation and partnership opportunities across the Match Media portfolio.
* Developed extract, transform, and load process for ingesting raw advertising data transfer files into actionable insights across the organization. This included more robust campaign reporting for account management and audience segment performance reporting.

**Pandora Internet Radio** *08/2011 – 06/2016*

***Manager, Sales Research and Analytics*** *New York, New York*

* Supported sales organization by providing insights from user behavior with internal and third-party data (Nielsen, eMarketer, comScore).
* Collaborated with marketing to develop consistent selling materials to better position the sales organization on sales calls.
* Rolled out Tableau dashboards to deliver quick insights and performance evaluations of newly released ad products.
* Provided back end (using SQL) and front-end development of Tableau dashboards to Sales and Client Services organizations to deliver quick and actionable insights for hundreds of campaigns.
* Worked as a Subject Matter Expert (SME) for client services on ad campaigns and ad products. Responsibilities included campaign performance assessments, new dashboard overviews, and communicating success metrics for ad products.
* Partnered with Strategy, Engineering, and Product teams to develop KPIs for new ad products.
* Conducted annual ad product analysis resulting in higher ROI for many ad products. Key analysis included correlation between audience targeting segments and ad types as well as causal analysis for time spent listening within different ad products.
* Developed ad product scorecard measuring successes/opportunities of ad product sales programs including design and reporting of A/B Tests. Communicated findings/opportunities to product. Marketing, and sales leadership.

**Gap Inc.** *09/2007 – 09/2010*

***Analyst, Stores and Systems Planning, Old Navy*** *San Francisco, California*

* Presented key analysis to Executive Leadership Team on margin draining effects of increasing SKU counts – provided forecasts that leveraged actualized sales history with planned unit allocation, resulting in an achieved company goal to increase margin and drive sales by 3% over the prior year.
* Streamlined process for selecting merchandising test stores; responsibilities included, but were not limited to, developing a statistically significant test group, assigning/prioritizing metrics to determine test stores and providing analysis on the selected test stores to drive product acceptance among customers.
* Performed key analysis on outerwear performance across Old Navy Fleet, including identifying high/low performing stores and market basket in which outerwear was most profitable.
* Developed size selling attributes to Old Navy stores each season based on analysis of size selling behavior across key product groups resulting in a 6% improvement in overall out of stock rates.
* Created new methodology in analyzing individual store’s sales forecast each season resulting in an 8% improvement in forecast accuracy.

**COMPUTER SKILLS**

Advanced knowledge of Microsoft Word, Excel, Access, Power Point, and Outlook.

Proficient in SQL (Hive/Hadoop, SQL Server, MySQL). Python, R, Spark, Scala