

# Chelsey MacNeill

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Passionate about how to turn data into meaningful analysis for use in making business decisions and taking action. Proficient in SQL, Python, R, Tableau, advanced data mining methodologies and techniques.

## EXPERIENCE

### **BUSINESS INTELLIGENCE ENGINEER | AMAZON - ALEXA | MAY 2016 - PRESENT**

- Managed the day to day operations, content, and reporting for Alexa's external customer satisfaction survey which spans worldwide markets
- Own and maintain the data pipeline that is used to report and analyze requests that Alexa is not processing properly
- Designed and managed the execution of a real time monitoring system that alerts the proper teams when features they own are failing
- Planned and implemented the launch of Tableau to the Alexa organization while also providing training and ongoing support for other business analysts
- Ran Alexa's Experience and Devices WBR (Weekly Business Review) from May 2016 to November 2016, which required coordinating 20+ analysts and PMs to provide content to an audience of VP's and Directors
- Provide ongoing analysis and reporting that is used in making new product and feature launch decisions across the Alexa organization

### **SEO MARKETING ANALYST | ZILLOW | OCTOBER 2015 – MAY 2016**

- Owned the design, development, and maintenance of the process and tables that serve as the single source of truth for Zillow's B2C marketing organization traffic reporting
- Defined requirements for reporting traffic, customer behavior, technical performance for both Trulia and Zillow SEO teams and integrated the necessary development work into various development schedules
- Quickly learned several new topic areas, data sources and tools in order to support the SEO team as their sole analytics touch point and resource

### **DATA ANALYST | ZILLOW | JUNE 2014 – SEPTEMBER 2015**

- Elicited reporting requirements from senior level management and C-suite executives in order to communicate to developers the data architecture needed to create a several databases to support multiple reporting needs
- Successfully managed an external agency team as they created Tableau reports for our SEM team which required monitoring several workflows and timelines
- Worked closely with Zillow's email team to understand and document their reporting objectives and business needs before developing several new reports and the necessary data tables to power those reports

### **ENERGY ENGINEER | OPTIMUM ENERGY | MARCH 2013 – MAY 2014**

- Performed investment level audits of chilled water plants in order to create detailed operational models of energy usage and utility spend
- Regularly used exploratory statistical analysis and data mining of trend data to determine current plant control strategies and identify areas for improvement
- Managed the progress of patent applications while also being a named inventor on a pending patent

### **ENERGY ANALYST | MCKINSTRY | JULY 2011 – MARCH 2013**

- Identified actionable insights by cleaning, organizing, and transforming interval meter data, bill history data, and operational building data
- Gathered requirements from internal and external stakeholders to design and create reports that summarized energy use and utility cost information, while also identifying ways to reduce energy use
- Created analytic rules to capture unique features in time series meter data to decrease alarm frequency and volume
- Maintained the entire alarm process chain from the analytic rules that created the alarm, through alarm close out, and reporting

**ENERGY ANALYST | NATIONAL CENTER FOR APPROPRIATE TECHNOLOGY | NOVEMBER 2008 – JUNE 2011**

- Conducted energy audits of HVAC and lighting systems in commercial structures
- Constructed detailed engineering models of energy efficiency upgrade recommendations
- Created an employee incentive program to reduce future corporate emissions
- Coordinated volunteer efforts to install weather stripping and other energy saving supplies in 100+ underserved households in Butte-Silverbow County (AmeriCorps Volunteer Work)

**EDUCATION****B.S. MECHANICAL ENGINEERING | MAY 2006 | MICHIGAN TECHNOLOGICAL UNIVERSITY****DATA SCIENCE CERTIFICATE | APRIL 2013 | UNIVERSITY OF WASHINGTON – CONTINUING EDUCATION**

Related coursework: Intro to Data Science (DATASCI 250), Methods for Data Analysis (DATASCI 350), Analyzing Data at Scale (DATASCI 450), Data Mining (BI TECH CP303), Intro to Machine Learning (ML 210)