DANIEL KERSHNER

Data and Analytics Engineering Leader

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Entrepreneurial Data and Analytics Engineering Leader with a track record of delivering robust data solutions that deliver value for the business and its customers. Excels in architecting extensible, reliable, and secure cloud data infrastructure, ML initiatives, and performant and discoverable models, while incorporating SDLC best practices. A hands-on, product-oriented leader who fosters a culture of collaboration, innovation, and high impact.

EXPERIENCE

FilmRise   **Los Angeles, CA (Remote)**

Director - Data Product (Analytics)   **May 2022 - Present**

- Managed the analytics team, (3 ICs), to deliver enterprise data platform encompassing core BI, Revenue Operations and ML infrastructure and products.
- Delivered comprehensive market intelligence model and metrics, enabling predictive features and BI tools for proactive content acquisition and sales in key market segments.
- Achieved **~130% increase in R^2** vs. previous forecasting methodology by enhancing training data quality and relevance.
- Improved relevance of content clustering, consumption forecasting, and BI segmentation by implementing genre tagging algorithm with FilmRise and external metadata.
- Led re-design and optimization of core BI tool, **driving 34% higher page events/user/day** while **reducing ad-hoc data requests/week by over 50%** and **page load time by 150%.**
- Enabled efficient cross-functional analytics development by onboarding developers and leadership to agile estimation and planning framework and tracking suite.

Sr. Manager / Manager - Analytics   **May 2020 to Apr 2022**

- Delivered modernized cloud data platform enabling DataOps and expanded ML capabilities. Originated scope and **managed execution of 8 mo., $1MM plus** vendor engagement within budget and on time.
- Lead design and implementation of HubSpot CRM integration into data platform via serverless backend and batch processing framework, streamlining deal pipeline with UI event-driven workflow and **reducing deal underwriting lead time by over 100%.**
- Partnered with cyber security SMEs on DevSecOps roadmap, building best practices across cloud and on-prem data infrastructure.
- Developed ETL and data warehousing solution across **dozens of third and first party streaming reports**, **enabling firm's 9 figure, 7 year accounting audit and revenue restatement.**
- Authored SDK integration into exploratory data science platform, **reducing metadata pipeline** into content acquisition forecasting model **from over a week to minutes.**

Initiative (IPG Mediabrands)   **New York, NY**

Manager - Analytics Engineer, Sr. BI Analyst, BI Analyst   **Mar 2017 to Apr 2020**

- **Built Analytics Engineering Function** - Developed ETL workflows using Python, SSIS, and T-SQL, standardizing reporting products across clients.
- Optimized interface between data warehouse and user-facing applications Automated ETL workflows for custom client data marts.

- Created dashboards analyzing search, display, and social media performance, tracking website and eCommerce KPIs.
- Proposed campaign optimizations and iterated measurement frameworks

SKILLS

Engineering Management
Data and Analytics Engineering
Agile Development (Scrum/Kanban)
Solutions and Data Architecture
Data Analysis and Visualization

TECHNOLOGY

SQL + DBs: DBT, Snowflake, Athena, RDS, MySQL, PostgreSQL
Python: NumPy / Pandas, pyspark, boto, flask, jupyter, LLM/RAG
Orchestration: Prefect
AWS: ECS, Lambda, CDK, Glue, S3, IAM, VPC, Sagemaker
DevOps / IaC: Gitlab, Terraform, AWS CDK
Visualization / Frontend: Tableau, Streamlit

EDUCATION

University of Wisconsin - Madison (2012-2016)
B.A. Journalism, History

AWS Solutions Architect Associate (2021)