DAVID SCHNEIDER

davidtschneider.com   david@davidtschneider.com   (508) 397-2351

SUMMARY

Analytically minded professional with over 5 years of experience designing, executing, and analyzing data-driven marketing efforts. Expert knowledge of email marketing best practices and multi-dimensional customer databases. Fluid in translating between marketing strategy and granular technical details. Able to learn new tools and processes quickly and with scrutiny. Adept at using Python and shell scripting to create customized and powerful marketing tools. Collaborative worker with a focus on efficiency, communication, and documentation.

PROFESSIONAL EXPERIENCE

Sr. Database Marketing Analyst — Vail Resorts, Inc.   Nov 2014 — Jul 2019

Publicly traded, vertically integrated luxury ski resort management company with innovative data-driven marketing strategy.

- 4+ years as lead developer responsible for translating marketing strategy into executable code for Season Pass email communications, the foremost revenue driver for this Fortune 1000 company.
- Designed and automated hundreds of marketing campaigns, each with unique strategy and data requirements, often sending to millions of customers with scores of personalized content segments.
- Unit, integration, system, and acceptance testing the merger of 7+ separate databases from acquired companies using SQL and Alteryx.
- Optimized 30M+ customer data records according to email marketing industry best practices to boost deliverability and overall revenue.
- Created and maintained custom productivity and reporting tools in Python and Alteryx used by multiple team members and visible across the organization.
- Managed Facebook ad deployment, pulling segments via enterprise database to upload as Custom Audiences.

Next Generation Leaders Associate — Marketing EDGE   Sep 2013 — Aug 2014

Rotational program matching new college graduates to two six-month rotations with top employers.

- During a six-month contract with Epsilon at the Google Inc. Mountain View campus, created decision tree models using R to identify performance drivers of B2B AdWords marketing campaigns.
- During a six-month contract with Return Path Inc., maintained and documented tables for client and industry information using Apache Hive and Hadoop.

CERTIFICATIONS / EDUCATION

IBM Data Science Professional Certificate   May 2019

9-course specialization in data visualization, data analysis, and machine learning using Python and SQL.

Alteryx Core Developer   Jun 2018

Excel 2010 Certified Microsoft Office Specialist   Jun 2013

Cornell University   May 2013

B.S. in Human Development, *Minor in Nutritional Sciences*

SKILLS

Python	SQL	Alteryx	Excel
JIRA	Bash / Unix	HTML / CSS	Git
Data Analysis	Data Visualization	Email Marketing	Marketing Automation