DAVID SCHNEIDER

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SUMMARY

Analytically minded professional with over 9 years of experience developing and analyzing data-driven marketing efforts. Expert knowledge of 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 reporting tools. Collaborative worker with a focus on efficiency, communication, and documentation.

PROFESSIONAL EXPERIENCE

Data Science Manager — Sling TV   Mar 2022 — Present

Subsidiary of DISH Network, a subscription-based streaming service providing affordable live TV cable alternatives

- Catalog unstructured SQL data lake tables and their business context by creating a web app in Python/Flask, hosted with Windows Server.
- Maintain ETL processes for large custom SQL tables using Parquet file format to partition billions of rows.

Senior Business Operations Analyst — Sling TV   Jun 2021 — Mar 2022

- Spearhead adoption of GitLab for version control and dynamic code updates across projects.
- Develop downloadable packages of custom Python code to share work methods between colleagues.
- Create customer reports in Python, distributed automatically using a scheduled AWS EC2 instance.

Business Operations Analyst III — Sling TV   Sep 2019 — Jun 2021

- Identify issues with video quality of service (bugs, buffering, etc.) using viewership data. Present ongoing analyses of how they impact customer churn to executives.
- Create language processing scripts in SQL/Python/Tableau to surface concept-level topic classification from free text comments left via cancellation forms, agent/customer chat transcripts, and Reddit comments.
- Analyze and communicate significance of A/B testing results.

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 for executing the strategy of Season Pass email communications as database code.
- Unit, and acceptance testing for integration of 7+ separate databases from acquired companies using SQL.

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 / NoSQL	AWS / S3	Git / Version Control
Excel	Tableau	Bash / Linux / Unix	HTML / CSS / Sass