# DAVID SCHNEIDER

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## SUMMARY

Analytically minded professional with over 7 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 marketing tools. Collaborative worker with a focus on efficiency, communication, and documentation.

## PROFESSIONAL EXPERIENCE

### Business Operations Analyst III — Sling TV      Sep 2019 — Present
Streaming service providing affordable live TV cable alternatives

- Identify issues with video quality of service (bugs, buffering, etc.) across billions of rows of 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 to continually improve the customer's experience across the lifetime of their relationship with Sling.

### Contractor — Professional Physical Therapy      Aug 2019 — Present
Physical therapy company providing high quality care with practices in multiple states

- Create and administer accounting view in SSRS of Concur expense report records for internal auditing.
- DBA/Architect of MS-SQL database for customer transactions translated into accounting projections.

### 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.

## 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

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