

# DAVID SCHNEIDER

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(508) 397-2351

## 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

Subsidiary of DISH Network, a subscription-based 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 for translating marketing strategy into executable code for Season Pass email communications.
- Unit, and acceptance testing for integration of 7+ separate databases from acquired companies using SQL.
- 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.

## 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

SSRS

Alteryx

Excel

JIRA

Bash / Unix

HTML / CSS

Git

Tableau

Data Analysis

Marketing Automation