

Donald Pierce

Software Engineer

Physicist turned data whisperer, capable of science-driven work, managerial duties, and strategy.



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New York, NY



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github.com/donjpierce

SKILLS

Python3

pandas

SQL

scikit-learn

Tableau

Redshift/S3

TensorFlow

Flask/Dash

NodeJS

C++

Google BigQuery

Google Cloud

Gremlin

Jinja

HTML

Git

INTERESTS

Designing the cities of the future

Playing jazz sax

Algo trading

WORK EXPERIENCE

Software Engineer

Technology Crossover Ventures

07/2021 - Present

Venture Capital & Private Equity - Working within the Digital Intelligence Group (DIG)

New York, NY

Manager, Analytics

Carat

05/2021 - 06/2021

Proctor & Gamble Line of Business

New York, NY

Senior Analyst, Analytics

Carat

02/2020 - 05/2021

Proctor & Gamble Line of Business

New York, NY

Achievements/Tasks

- Developed data quality standards and data governance practices on the Audience Knowledge Team serving the Proctor & Gamble L.O.B.
- Built an automated weekly reporting framework in Python, SQL, and Tableau by harmonizing disparate data sources to build rich datasets, delivering historical and live insights into marketing metrics and business KPIs. Leveraged by teams and stakeholders for planning, tactics, financials, and analytics purposes.
- Developed an accelerated TV reach tracking report using novel data sources and built a prediction model to inform weekly national ad tactics within the L.O.B. using regression analysis.
- Managed 100+ different time series data streams from over 20 data vendors by developing reusable data strategy and expanding existing data architecture. Worked with data vendors to maintain and enhance feeds.
- Lead two junior analysts in the development of ETL pipelines from various APIs and corporate databases, automated QA processes using algorithms, and built notification systems for team data operations, automating away 100s of hours of work per month.
- Designed ad-hoc reporting pipelines to power dashboards for new brands, and executives with urgent tracking needs. Liaised between client work team, internal work team, and executives.
- Managed and mentored junior analysts, contributing to their technical and career development.
- Managed data product development and sprint planning, timelines and deliverables; anticipated project break-points and proactively worked on solutions to address risk / constraints.

Contact: Matthew Purdie-Smith - Matt.Purdie-Smith@carat.com

PERSONAL PROJECTS

Traffic (11/2018 - 02/2019)

- Full stack python physics simulation and reinforcement learning algorithm using TensorFlow available at: github.com/donjpierce/traffic

EDUCATION

B.A. Physics, B.A. Mathematics

New York University

09/2014 - 05/2019

New York, NY

Courses

- Ordinary and Partial Differential Equations
- Combinatorics with Graph Theory
- Quantum Field Theory I & II
- Computational Modeling and Simulation
- Statistics and Probability Theory
- General Relativity