

# Donald Pierce

## Senior Analyst, Analytics

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

Tableau

Redshift/S3

MS Azure

scikit-learn

TensorFlow

Flask/Dash

NodeJS

C++

Google BigQuery

Gremlin

Jinja2

HTML

Git

## LANGUAGES

German

Limited Working Proficiency

## INTERESTS

Designing the cities of the future

Playing jazz sax

Algo trading

## WORK EXPERIENCE

### Senior Analyst, Analytics Carat

02/2020 - Present

New York, NY

Proctor & Gamble Line of Business

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.
- Developing an accelerated TV reach tracking prediction tool to inform weekly national ad tactics within the L.O.B. using historical data and 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

### Elementus, Inc. Data Scientist

07/2019 - 10/2019

New York, NY

Blockchain startup

Achievements/Tasks

- Delivered client-facing graph visualizations to tell stories with big data, using Node JS (functional programming). Automated steps in the product's data pipeline by designing cloud computing processes in SQL \ C++. Published quantitative articles of the PlusToken crypto scam on the company's blog which were later cited by Yahoo finance and crypto journalists.

Contact: Alex Robnett - alex@elementus.io

## PERSONAL PROJECTS

Traffic (11/2018 - 02/2019)

- Reinforcement learning in Python and TensorFlow available at [github.com/donjpierce/traffic](https://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
- Computational Modeling and Simulation
- Combinatorics with Graph Theory
- Statistics and Probability Theory