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

in linkedin.com/in/donjpierce

○ github.com/donjpierce

SKILLS

Python3 · pandas · SQL · scikit-learn · Tableau · Redshift/S3 · TensorFlow · Flask/Dash · NodeJS · C++ · Google BigQuery · Google Cloud · Gremlin · Jinja · Skill · HTML · Git

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.
- 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

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 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

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
- Computational Modeling and Simulation
- Statistics and Probability Theory