**Evgeny A. Mun**

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## Accomplishments

* Five years of experience in consumer banking industry with proven results in marketing optimization, analytics and execution areas
* Successfully finished initial stage of the DMP testing in demand site platform with positive NPV
* Solid understanding of the display, search and affiliate data from Double Click, Traffic Buyer and Adobe Site Catalyst
* Initiated and implemented never existing before in Capital One 360 Time Decay multi-channel attribution process providing insights into the true profitability of the direct mail, email and online marketing channels
* Successfully designed and implemented in Tableau/D3/SAS/Python/Teradata marketing horizontal analytics tool used on a daily basis to track and analyze major balance growth initiatives across direct and local banks
* Played major role in the successful integration of the ING Direct customer base during acquisition by COF
* Optimized campaign execution process reducing overall time from two weeks to three days

## Skills

* Gradient Descent Regression Analysis in Python on Apache Spark
* Primary Component Analysis in Python on Apache Spark
* Random Forest in Python
* Marketing net present value optimization
* Marketing response and balance modeling
* Campaign segmentation, lead allocation and execution

## Professional Experience

**Principal Data Analyst** – *Capital One, Wilmington DE* ▪ 12/2012– Present

* Leading research and development of the media scaling opportunities in the programmatic add buying space
* Build foundation for the marketing analytics tool which serves as the connecting hub across multiple teams
* Build framework to provide inputs for the model to predict day 90 savings balance for the digital marketing optimization
* Developed DMA tracking for local and direct banks by month on book with detailed views into cross product and cross Line of Business (LOB) adoption
* Managed execution of the marketing campaigns to Card population during Black Friday sale for multiple LOBs

**Data Analyst** – *Capital One, Wilmington DE (Acquired ING Direct in 2/2012)* ▪ 09/2011– 12/2012

* Managed cross sell segmentation and optimization process
* Build response model for Sharebuilder retirement population
* Significantly improved response rate to kids checking account using kids related transactions
* Selected hold out group and performed year end analysis
* Supported digital acquisition analytics and smart sell marketing
* Automated monthly segmentation for cross sell in SAS

**Risk Analyst** – *JPM Chase, Wilmington DE* ▪ 06/2007– 05/2008

* Using SQL and SAS generated monthly Blue Book Reports used by the upper management to make critical decisions
* Performed ad-hoc analysis on a daily basis to provide information to the Risk Department
* Analyzed fico score migration in order to segment Risk in the Credit Cycle
* Used VB to optimize the production of reports in pivot tables

**Junior Software Developer** – *Corp J&J Middletown, DE* ▪ 02/2006– 05/2006

* Developed and Analyzed .Net Applications to optimize Marketing and Sales Management Process
* Used C# to perform daily code maintenance
* Participated in the development cycle of the Management System

**Instructor (Survey of Math 1)** – *DSU, Dover, DE* ▪ 09/2004– 05/2005

* Taught Survey of Mathematics course for two semesters
* Initiated additional study sessions in order to improve overall students’ performance
* Prepared lesson plans, exams, quizzes according to the University requirements

**Website Manager** – *Text-Xchange.com, Philadelphia, PA* ▪ 12/2003– 05/2005

* Developed database to support the structure of the website
* Programmed extensively in PHP and SQL to access MySQL database
* Created and optimized online book store to maximize utility for the customers
* Integrated online store with Amazon interface to output general information about the books
* Developed online auction features

**IT Support Technician** – *Wharton Computing and Information Technology, UPenn, PA* ▪ 02/2004– 07/2004

* Assisted with setup and maintenance of Windows 2000, XP desktops and laptops
* Troubleshooted network, files sharing issues, assisted faculty and staff with applications

**Web Programmer Internship** – *Sanchaar Corporation, Philadelphia, PA* ▪ 04/2004– 07/2004

* Developed various web applications employing java technology
* Used knowledge of Java classes to design parsing system

## Trainings

* Data Science Bootcamp 05/2016
* Big data academy : Python 1, 2, Unix Foundations, Git Foundations ▪ 06/2015 - 08/2015
* Cloudera Analyst ▪ 06/2015
* Fundamentals of the R Language ▪ 05/2015
* edX: Scalable Machine Learning ▪ 07/2015
* edX: Apache Spark ▪ 06/2015

## Programming and Software Skills

* Languages: SAS, Python, Java, C#, C/C++, PHP, JavaScript, HTML, XHTML, XML, SQL, Visual Basic, LISP
* Specialized Software: Apache Spark, Hadoop, Apache Anaconda, D3.js, Tableau, Adobe Site Catalyst
* Databases: Teradata, Oracle, MySQL

## Education

* MS, Operation Research, University of Delaware, Newark DE ▪12/2006
* MS, Information Technology, University of Pennsylvania, Philadelphia PA ▪ 12/2003
* BS, Information Technology, Delaware State University, Dover DE ▪ 05/2002
* Business Administration (minor)