

Losanne White

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Marketing and ecommerce data and analytics expert with 7+ years of experience delivering actionable insights in a repeatable manner. Proficient in data consumption and transformation, visualization, and large scale analytics using SQL and Python. Focused on increasing algorithmic efficiency, great self-starter, and effective team member, both remote and in-person.

Relevant Experience

Data Analyst Engineer Consultant

MyOllie, Remote

November 2020 – February 2021

- Used dbt ETL tools to transform data from Segment into a marketing visit table
- Built a custom attribution model on top of visit table using Snowflake
- Used output of attribution model to create a visualization in Looker to be used for forecasting and proper marketing channel attribution

Data Analyst Engineer Consultant

Lovevery, Remote

November 2019 – March 2020

- Created a custom attribution solution to consume Google Analytics data using Python
- Implemented custom tags in GTM to collect marketing visit data

Data Science Analyst

Adobe, Lehi, Utah

April 2019 – August 2021

- Analyzed trillions of data points to draw succinct holiday shopping insights for journalists, generating over 10k articles of coverage from news sources such as The New York Times, The Wall Street Journal, CNN, Washington Post, and more
- Created predictive models using Python for travel and retail insights, generating best time to buy and predicting revenue
- Decreased processing time of existing daily and hourly algorithms by 60%
- Implemented a documentation and reproducibility standard, pushing the team to dedicate 10% time to documentation using Git
- Led discovery work on new data sources to incorporate into our insights, developing a standard operating procedure and training team members

Data & Insights Product Manager

Backcountry, Park City, Utah

August 2018 – April 2019

- Guided a team of six data engineers to support long-term company and team initiatives by maintaining a robust backlog while managing dozens of stakeholder expectations

- Designed an updated architecture for primary fact and dimension tables in our data warehouse to better accommodate business requirements, cutting ETL processing time down by 60% and allowing for access to near real-time data
- Scoped and implemented an updated enterprise BI tool capable of satisfying data and analytics needs in all parts of the organization
- Provided training in available data sources and tools to promote data democratization and enforce data standards cross-departmentally
- Automated a daily price matching process in Python, decreasing reporting time by 80%

Senior Marketing Analyst

Backcountry, Park City, Utah

August 2016 – August 2018

- Developed a custom cross-channel revenue attribution algorithm using Python to make informed adjustments to marketing spend levels and provide insight into customer journey
- Automated hourly cost and revenue data accumulation using multiple third-party APIs to monitor site-wide marketing spend, leading to a 90% time savings
- Used multivariate linear regression to determine acceptable spend levels for specific product, marketing channel, and seasonality combinations
- Created and oversaw the implementation of a new process for consuming millions of rows of raw Adobe clickstream data into a summary table in our data warehouse using SQL, allowing for deep analyses on customer visit patterns to optimize marketing tactics

Technical Skills

- Python, SQL, Adobe Analytics, Git, Google Analytics, R, Microsoft Excel, Power BI, Looker, Machine Learning

Education

Bachelor of Science, Mathematics

University of Utah

Spring 2014