

# Losanne White

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## Relevant Experience

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### **Backcountry**, Park City, Utah

#### *Data & Insights Product Manager*

August 2018 – Present

- Guided a team of six data engineers to support company initiatives and team initiatives by maintaining a robust backlog while managing dozens of stakeholder expectations
- Discovered, implemented and maintained new data tables to aid in meaningful analysis
- Provided training in available data sources and tools to promote data democratization
- Automated a daily price matching process in Python, decreasing required time by 50%

#### *Senior Marketing Analyst*

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
- 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

### **Goldman Sachs**, Salt Lake City, Utah

#### *Analyst*

February 2016 – August 2016

- Validated daily and monthly performance returns, correcting as necessary
- Compiled metrics daily using Microsoft Access and Excel
- Communicated with account managers to find and resolve client performance statement errors, demonstrating validity as needed

### **University of Utah**, Salt Lake City, Utah

#### *Tutor / Grader*

August 2012 – December 2015

- Provided tutoring for university students in all levels of math and physics
- Collaborated with professors to accurately and fairly grade exams and homework

### **University of Texas**, Tyler, Texas

#### *Researcher*

May 2012 – August 2012

- NSF funded summer REU in graph theory and combinatorics within a research group
- Used C++ to determine the number of square-free colorings on large, complete graphs by traversing all possible paths in the graph
- Presented our findings at the Joint Mathematics Meeting in Spring 2013

## Education

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**University of Utah**, Salt Lake City, Utah – BS, Mathematics, Spring 2014, GPA: 3.5

## Skills

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Python (scikit-learn, pandas, numpy, scipy), APIs, SQL, OBIEE, Adobe Analytics, Git, Octave/MATLAB, Microsoft Excel, Machine Learning, Neural Networks, R, Java, C/C++, Ruby, HTML/CSS