Losaunne White

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Relevant Experience

Backcountry, Park City, Utah
Data & Insights Product Manager   August 2018 – Present
  - Guided a team of six data engineers to support longer-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, including cutting ETL processing time down by 60%, 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   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

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

Education

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

Skills

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