

# Losanne White

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## Relevant Experience

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**Backcountry**, Park City, Utah

August 2016 – Present

*Senior Marketing Analyst*

- 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 (Adobe Analytics, AdWords, Bing, Yahoo, Facebook, Criteo, CJ, Impact Radius, and AvantLink) to monitor site and system CPR
- Implemented a new process for consuming raw Adobe clickstream data into our EDW using SQL that increased data breadth and accuracy
- Discovered unique trends and insights using large, disjoint datasets revolving around new customer purchase behavior and site interactions which was used to inform performance
- Proposed increased marketing spend levels to executives with high-level justification of current and future ROI
- Created a direct profit breakeven model that includes customer-level lifetime value to justify marketing spend allocation

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

February 2016 – August 2016

*Analyst*

- Validated daily and monthly performance returns, correcting as necessary
- Compiled metrics daily using Microsoft Access and Excel
- Assisted account managers in finding and resolving errors, demonstrating validity as needed

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

August 2012 – December 2015

*Tutor / Grader*

- 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

May 2012 – August 2012

*Researcher*

- 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), SQL, Adobe Analytics, Git, Octave/MATLAB, Oracle, Microsoft Excel, Machine Learning, Neural Networks, R, Java, C/C++, Ruby, HTML/CSS