LOSAUNNE WHITE

Large scale data and analytics expert with 7+ years of experience delivering actionable insights in an efficient, repeatable manner. Proficient in data consumption and transformation, analytics, modeling, and visualization, using SQL, Python, and various business intelligence platforms. Passionate about increasing algorithmic efficiency and data quality, great self-starter, and effective team member, both remote and in-person.

CONTACT

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SKILLS

Python (*numpy, jupyter, pandas, matplotlib, scikit-learn*)
SQL
Git
Adobe Analytics
Google Analytics
R
Microsoft Excel
Power BI
Looker
Snowflake
dbt
Talend
Linux
Machine Learning

EDUCATION

Bachelor of Science
Mathematics
University of Utah
Salt Lake City, Utah

RELEVANT EXPERIENCE

Data Science Analyst
Adobe, *Lehi, Utah*
April 2019 – August 2021
- Decreased processing time of existing daily and hourly Python and SQL processes by 60%, increasing reliability and deliverability by implementing error and success logging
- Led discovery work on integration of new data sources into our data warehouse, developing a standard operating procedure and training team members
- Built Python and R packages for interfacing with SQL Server, used by 20+ people across teams
- Collaborated to analyze over 1T data points using a linear regression algorithm in R, communicating methodology and accuracy to journalists and executives
- Developed Python models to deliver new insights to executives, sales teams, and journalists
- Implemented a documentation and reproducibility standard, pushing the team to dedicate 10% time to documentation using Git

Data Engineer, Analytics - Consultant
Ollie, *Remote*
November 2020 – February 2021
- Led project from architecture to integration of a new data source using dbt and Snowflake ETL tools, before creating dashboard in Looker used for forecasting by marketing leadership

Data Engineer, Analytics - Consultant
Lovevery, *Remote*
November 2019 – March 2020
- Recommended and implemented a custom marketing solution in Python, algorithmically transforming data from Google Analytics before loading into data warehouse

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 prioritizing a robust backlog while managing dozens of stakeholder expectations
- Scheduled and monitored ETL jobs using Talend and Cron
- Designed an updated architecture for primary fact and dimension tables to better accommodate business requirements, cutting ETL processing time down by 60%
- Scoped data and analytics requirements across the organization for an updated enterprise BI tool before successfully pitching Looker to leadership and driving implementation
- Decreased reporting time by 80% by automating a daily process requiring multiple disparate data sources in Python

Senior Marketing Analyst
Backcountry, *Park City, Utah*
August 2016 – August 2018
- Developed a custom algorithm using SQL and Python to make informed adjustments to the $50MM annual marketing budget and provide insight into customer journey
- Productionalized hourly and daily ETL processes in Python using multiple third-party APIs to automate reporting, leading to a 90% time savings
- Used multivariate linear regression on thousands of data points to determine acceptable output levels across different dimensionality combinations
- Authored a new process for consuming millions of rows of raw clickstream data into a summary table in our data warehouse using SQL and Python, allowing for deep analyses to optimize marketing tactics