

# Mary Dillon

Data Analyst & Full-Stack Engineer

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## EXPERIENCE

### UC Berkeley, San Francisco — *Full-Stack Engineering Bootcamp*

June 2022 - PRESENT

Gaining skills in HTML, CSS, JavaScript, API's, Node.js, object-oriented programming, Express.js, MySQL, MVC, Mongo, React, and GraphQL.

Developed full-stack web application to upload artwork. Application implemented signup/login/post/view functionality using MySQL, JavaScript, Handlebars, and MVC and utilized the Cloudinary SDK to upload and host photos.

### Pluto TV, San Francisco — *Senior Business Intelligence Analyst (contract)*

2019-2020

Collaborated with VP of Growth to evolve the state of marketing reporting by defining, developing, and validating metrics such as LTV, churn rate, rolling 30-day retention, and average frequency by platform.

### Freshly, NYC — *Product Analyst, CRM* 2019-2020

Supported CRM team in building data visualizations in Looker using LookML and SQL in Snowflake instance. Worked with engineering to automate marketing data pipelines from email, Twilio, and Braze for data analysis.

Collaborated with Product to help analyze user behavior captured with segment events using SQL to find trends using Looker and Amplitude to visualize.

### Discovery Communications, NYC — *Senior Analyst* 2018-2019

Redesigned company audience segmentation based on user streaming behavior for each Discovery Brand (Discovery Channel, TLC, HGTV, etc.) creating segments with Python and SQL.

### The New York Times, NYC — *Analyst* 2017-2018

Worked with marketing, product, and engineering to analyze and visualize user behavior from the first visit to subscription followed by content behavior analysis using SQL in BigQuery.

## EDUCATION

### University of Maryland, College Park — *BA Communications*

### General Assembly, NYC — *Data Science Certificate*

Natural language processing, logistic regression, and decision trees w/ Python.

## SKILLS

**Languages:** SQL, HTML, CSS, Javascript, Python (Pandas)

**Visualization:** Tableau, Looker, Amplitude, Seaborn

**Databases:** Snowflake, Redshift, BigQuery, MySQL

**Marketing:** Google Analytics, Simon CRM, DFP, DCM, Twilio, Braze

## AWARDS

### NYTimes Publishers Award -

Development of in-house multi-touch attribution system built with SQL