NICHOLAS A. ELIA

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SUMMARY

Data Analytics specialist with professional experience in Finance and AdTech industries. Hard-working, inquisitive, and enthusiastic. Strong interest in the quantitative investment field and eager to take on challenging opportunities to further develop and apply my finance background along with my technical programming and data analysis skills.

TECHNICAL SKILLS

Languages

- Python (Pandas, NumPy, SciPy, Seaborn, Matplotlib, Scikit-Learn, Keras, TensorFlow, Flask)
- SQL (MySQL, Snowflake, Vertica, Hive, Presto)
- Batch (Windows Scripting)
- Bash (Unix Scripting)
- Excel VBA
- Java
- JavaScript, HTML, CSS

Systems / Applications

- Git
- Jupyter Lab / Notebook
- Microsoft Power BI
- Tableau
- PyCharm
- IntelliJ IDEA
- Visual Studio Code
- Agile Methodologies

EDUCATION

May 2021
Boston, MA

Northeastern University

D'Amore McKim School of Business

Bachelor of Science in Business Administration, Finance Concentration

Computer Science Minor

GPA: 3.72 / 4.0

HOBBIES & INTERESTS

- SCUBA Diving
- Alpine Skiing
- Surfing
- Jazz Drums
- Bikes
- Tennis

RELEVANT EXPERIENCE

Senior Data Analyst
Microsoft - Cross Platform Analytics (fka. Xandr)

May 2022 - Present
New York, NY

- Supported an data analytics team solving complex business problems for programmatic advertising sales and strategic initiatives with automated analytics and proactive insights on sales strategy and revenue growth
- Found over $2M in underperforming and underutilized demand from bidders during high-profile Yahoo supply migration and collaborated with key internal stakeholders to present findings and resolve demand gaps
- Built and maintained more than 30 Power BI dashboards, automated reports, and ETL pipelines containing data-driven insights for both clients internal teams
- Constructed regular data analyses on the state of the marketplace in order to help pinpoint areas of opportunity to maximize client spend on the platform
- Collaborated with dozens of Account Managers to help preempt client needs and formulate the correct data-driven approach for each unique project

Data Analyst II
Criteo - Solutions Focused Americas AX

May 2021 - May 2022
Boston, MA

- Used SQL to query massive Hive/Presto and Vertica databases (> 171 PB cluster, with > 10 TB of new data stored daily) for internal and client reporting
- Interacted with commercial teams and clients on a daily basis to share data-driven recommendations and insights about their marketing efforts
- Managed over 20 controlled incrementality A/B tests from design, to execution, to analysis and final presentation of analytical results
- Built over a dozen Tableau Dashboards containing insightful visualizations, as well as numerous Jupyter Notebooks using Python to automate manual tasks, tailored client reporting, and intuitive data analyses
- Wrote and maintained an internal Python package called "The Query Quarry" that allows users to save and search production queries from around Criteo

OMS Trading Integration Data Analyst
Eze Software Group, LLC (SS&C Eze)

June - December 2020
Boston, MA

- Created and managed over 500 FIX connections between buy-side and sell-side client accounts using a custom suite of Salesforce products
- Collaborated with the Business Development team to help acquire more than 45 new buy-side clients, assisting with client implementation, on-boarding, and training of their Eze Investment Suite products
- Designed several division-wide Power BI dashboard views containing insightful visualizations and integrated them with internal Snowflake database objects
- Worked directly with clients, brokers, and third party networks to initialize, enable, and test FIX connections for their Eze OMS and EMS integrations

Business Solutions Group Data Analyst
HedgeServ Corporation

July - December 2019
New York, NY

- Identified and streamlined over 100 technical inefficiencies and risky processes using the Agile methodology in systems relating to business operations by coordinating with developers, middle office, and upper management
- Wrote client-specific code to design, build, and optimize over three dozen data reconciliations and ETL procedures involving post-trade big data files using Python, saving over 2 hours of Middle Office's manual work per day
- Designed and implemented over 80 client advanced application SQL statements used by the CTO for an ongoing internal database conversion project
- Built dynamic custom financial reports involving clients' positions, transactions, cash flows, and tax lots using internal data and Excel VBA to fulfill client requirements on a daily, monthly and quarterly basis