OCEANE VELON

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EXPERIENCE SUMMARY

Lead Analytics Engineer with 4+ years of experience in developing and implementing modern data stacks, driving app instrumentation, and improving conversion rates. Skilled in data analysis, modeling and team leadership. Adept at delivering timely and accurate responses to Finance, Operations, Product and Marketing requests.

PROFESSIONAL EXPERIENCE

Lead Analytics Engineer, *Dacast* | *San Francisco, CA*   *Feb 2021 - Present*
- Manage and mentor the data science team, overseeing the development of a modular analytics stack that delivers timely and accurate responses to growing internal and investor requests.
- Drive Segment instrumentation of the app, website, and signup pages, including developing an exhaustive tracking plan of key features, working with engineering teams to implement it and analyzing data in Amplitude. Improved signup, onboarding, and upgrade conversion rates by respectively 20%, 10% and 24% through UI and UX enhancements.
- Increased email open rate by 8% and click rate by 1% by implementing customized, targeted email campaigns in customer.io based on customer events tracked in Segment.

Analytics Engineer, *Dacast* | *San Francisco, CA*   *Sep 2019 - Jan 2021*
- Designed and developed a modern data stack, including ETL, reverse ETL tools, Snowflake as a data warehouse, dbt, and Tableau, enabling Finance, Operations, and Marketing teams to derive actionable insights from our data. Achieved cost savings of $2,500 per month by replacing our customer success and subscription analytics platform with a monthly cost of less than $500.
- Led model development of 180k+ lines of code, including data collection, data consolidation, SQL tables and views creation, data query automation, testing, and dashboard creation. MRR and Revenue Recognition models (GAAP principles) have been adopted in critical financial documents, resulting in accurate and consistent reporting of financial performance.
- Improved sales conversion rate by 12% by developing and productionizing an in-house lead score using machine learning techniques to rank leads based on their likelihood to buy.
- Boosted ad performance by 15% by creating leads, qualified leads, purchases conversion goals, and lookalike audiences in GoogleAds and Microsoft Ads.

Data Analyst - Market Risk, *BNP Paribas* | *London, UK*   *Feb 2018 - June 2019*
- Ensured the daily availability and quality of risk measures for the global FX perimeter.
- Identified root causes of potential issues using statistical tools: broken data pipelines, feed changes, market moves.
- Participated in the deployment of a data governance tool.

Data Analyst - Risk Management, *Mercedes-Benz Finance* | *Tokyo, Japan*   *March 2017 - Aug 2017*
- Created real-time dashboards on Tableau to monitor and report credit-risk to management.

TECHNICAL SKILLS

- **Data modeling and analysis:** SQL, dbt, Python, Git, classification, regression modeling, hypothesis testing
- **Data engineering:** Snowflake, Segment, Stitch, Census, Prefect
- **Visualization:** Tableau, Google Data Studio, Amplitude

EDUCATION

Toulouse Business School, France   **Graduated in 2017**
Master's Degree in Banking and Financial Markets with a minor in Quantitative Finance
- Coursework in portfolio management, risk management, quantitative finance using Python, statistics