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Engineer/business intelligence/data analyst/developer with over 15 years of experience in the media industry covering web analytics, business intelligence, and data visualizations, and custom data products solutions. Skilled in managing teams, analysis and testing, identifying issues, and initiating new development projects. Excels at coordinating cross-functional teams within a fast-paced environment and meeting tight timelines.

Core Competencies: Web Analytics, Data Visualizations, Business Intelligence, Data Analysis, Developer Collaboration, Project Deployment, Software Development, Agile Methodologies

TECHNICAL SKILLS

Programming Languages: JavaScript, Python, HTML, CSS

Business Intelligence Tools: Adobe Analytics, Looker, Tableau, MicroStrategy, Excel

Database Technologies: Google BigQuery, AWS Redshift, MongoDB, MySQL, Teradata, Netezza

Frameworks: Django, D3.js, VueJS/NodeJS

PROFESSIONAL EXPERIENCE

Director Data Engineering | Red Ventures | San Francisco

OCTOBER 2019 – MARCH 2023

- Owned and managed the implementation and standardization of Looker across Media & Commerce brands helping rid of other third party tools and reducing vendor costs; allowing 300 users to become more self-sufficient with easier access to data.
- Created a Looker Executive Dashboard displaying KPIs resulting in a consolidated revenue report used across multiple brands.
- Migrated away from Adobe Analytics to internal data solutions; converted ~200 legacy Adobe Analytics and Tableau reports to Looker; created an API using internal data replacing Adobe Analytics API powering a simple recommendation engine using Databricks, Python, and Scala.
- Defined a Looker training syllabus and created a custom site containing Looker exercises with varying degrees of difficulty ensuring knowledge retention.
- Automated manual reporting processes through custom data products solutions using Python, Django, and MongoDB reducing the amount of manual work for sales teams by 90%.
- Prototyped project ideas to assess their viability for full development; assessed performance, scalability, and maintainability of technology implementations with broad business and cost implications.

Sr. Data Engineering Manager | ViacomCBS | San Francisco

NOVEMBER 2016 – OCTOBER 2019

- Owned and managed the Adobe Analytics implementation across all CNET brands including sites such as GameSpot, ZDNet, and Metacritic. Delivered tracking solutions by standardizing tracking variables, dimensions, and reports through Tealium and Adobe Analytics ensuring accurate data collection; reduced time to implement new tracking features from 1 month to several days.
- Managed a cross functional team of Adobe Analytics solutions engineers and data engineers; provided coaching and assistance to direct reports, driving personal growth and development, project execution, and analytical rigor.
- Created a process to identify improperly tagged web pages through a Python web scraper and a custom built browser extension; corrected tracking variables for thousands of pages across CNET brand sites.
- Transformed internal and external data sources with several hundred million records into non-relational documents in MongoDB powering custom dashboards utilizing Django, MongoDB, and Python.
- Drove the roadmap of features and development of custom built dashboards utilizing Python, Django, MongoDB, JavaScript, Highcharts, and D3js.
- Helped maintain relationships with third party vendors ensuring a mutually beneficial relationship.

Data Products Manager | CBS Interactive | San Francisco

JANUARY 2013 – NOVEMBER 2016

- Managed several, highly visible, simultaneous BI/Data Product projects, their lifecycle and issue resolution; hands-on development of data products and frameworks using tools such as Django, Python, MongoDB, and JavaScript.
- Owned the creation of project requirements creating fully self-contained automated dashboards helping remove inefficient manual processes.
- Helped define, evaluate, champion and standardize KPIs, metrics, dimensions and other data constructs, working with business intelligence stakeholders across and up and down the organization, as well as with the Data Warehouse Engineering team.
- Shepherded the finalization and approval of requirements by affected business units and relevant technology teams.
- Implement Adobe Analytics tracking methodologies across multiple properties across CNET Networks.

Senior BI Analyst | CBS Interactive | San Francisco

SEPTEMBER 2010 – JANUARY 2013

- Collaborated with business stakeholders to identify, define, and evaluate standardization of KPIs, set team priorities, influence work, and consultation on strategy.
- Owned data availability and reporting performance, working with the Data Engineering team to quickly resolve all availability issues and continually optimize reporting performance for all BI stakeholders.

- Managed for messaging and communications of critical and/or front-facing reporting-related updates, alerts and information to all stakeholders.

Programmer Analyst | CBS Interactive | San Francisco

JULY 2008 – SEPTEMBER 2010

- Owned the development, maintenance, and deployment of MicroStrategy.
- Developed and maintained front-end reports for internal customer groups making it more efficient to find KPIs.
- Collaborated with Engineering, Product, Marketing, Editorial and Executive teams to design and implement reports primarily in MicroStrategy as well as Excel and Flex-based reports.
- Contributed to both bug-level and project-level work, which include requirements gathering, close collaboration with business partners, and training/support/evangelization.

EDUCATION

Bachelors of Science in Information Technology

Golden Gate University, San Francisco, CA

Associate in Applied Science in Electronics Technology

Heald College, Institute of Technology, San Francisco, CA