



# Evgeny Pogorelov

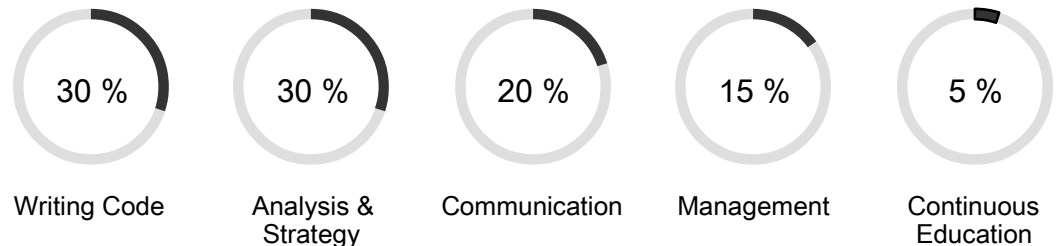
Los Angeles, CA

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## Profile

A talented analyst and data scientist with extensive experience building, managing, and leveraging database systems and machine learning platforms in support of business strategy at scale. Broad experiences in finance, marketing, and technology roles contribute to a unique and diverse skill set that can launch a business and scale it profitably.

## Daily Activities



## Work Experience

### Director of Decision Science

01/2017 – present

Marlette Funding, LLC, Los Angeles, CA

- Leads Machine Learning (ML) team developing advanced models at scale using scikit-learn packages with supervised and unsupervised techniques (e.g., K-means, Random Forest, XgBoost)
- ML platform oversight, deployment of models, and continuous operational improvement
- Designed CustomerView360 system in collaboration with the Technology team, enabling interrogation of historical customer data in a real-time decision environment
- Built and maintains Directed Acyclic Graph in Neo4J aimed at fraud mitigation
- Sources and manages new orthogonal data vendors to introduce new predictors to existing models and drive new business strategies
- Designed and deployed BISG model design to ensure compliance with Fair Lending regulations
- Created recession probability model to prepare the company for macroeconomic shifts using St. Louis Fed API and other macroeconomic datasets
- Developed Net Disposable Income estimator model, improving offer strategy and offer accept rates

### Director of Marketing Technology

01/2016 – 12/2017

Marlette Funding, LLC, Wilmington, DE

- Designed and helped deploy internal Campaign Management system including database schema design, ETL jobs, and data hooks into existing business processes
- Updated marketing tech stack to improve analytics coverage, site speed, and customer UX
- Led effort to convert email platform from Mailchimp to Salesforce Marketing Cloud
- Integration and oversight of KISSMetrics, GA, Tealium, and new ETL pipelines
- Developed analytics to furnish marketing and credit teams with actionable data

### Manager of Marketing Analytics

06/2014 – 12/2015

Marlette Funding, LLC, Wilmington, DE

- Leveraged KISSMetrics to create A/B testing framework for the company
- Conducted A/B testing and reported results on landing pages and in application funnel
- Increased conversion rates and isolated UX issues to improve customer experience
- Built analytics and reporting for Telemarketing, Paid Search, Retargeting, Email, and Display channels
- Developed and optimized selection exercises for Direct Mail campaigns, using Experian Prospect Navigator

### Consultant - Technology

12/2014 – 05/2015

Marlette Funding, LLC, Wilmington, DE

- Designed and deployed core operational databases, including schema and ETL design, helping

Work Experience

- to launch the consumer website and backend application processing systems
- Microsoft SQL Server DDL development and data integrations with servicing platform and bank partners
- Set up initial web analytics tools and generated reporting packages for executives
- Launched initial marketing analytics systems and introduced reporting automation
- Provided business strategy support for Direct Mail, Email, and SEM channels
- Managed a team of remote developers

**Manager of Financial Analytics** **09/2011 – 09/2013**

NRG, Inc. (formerly Energy Plus Holdings, LLC), Philadelphia, PA

A U.S. based energy retailer and marketer in the deregulated electricity and natural gas space. Energy Plus supplied electricity to over 200,000 customers across 8 states. The firm was acquired by the NRG corporation after 4 successful years as an energy startup.

- Built Account Level Costing (ALC) system to optimize pricing strategy and maximize profitability
- Maintained accuracy and resilience of financial data, enabling daily business functions
- Proposed and deployed pricing strategies with a +\$2M projected impact in 2012
- Generated and presented core reporting packages to company leadership

**Founder and CEO** **03/2011 – 05/2013**

Fit of Passion, LLC, Philadelphia, PA

- Founded company to improve the online apparel shopping experience and reduce the cost of returns for retailers
- Built recommender system and related infrastructure to support the website, financial backend, and marketing strategy
- Pitched investors and sought angel funding to expand venture

**Financial Analyst** **04/2009 – 08/2011**

Energy Plus Holdings, LLC, Philadelphia, PA

- Developed SQL Queries and Excel-based reporting to derive impactful customer insights
- Created and maintained EDI RF dashboard summarizing big data for business intelligence
- Built usage profile curves on state/region and account levels to optimize forecast
- Constructed and maintained cohort performance analysis to optimize pricing and attrition models

Education

**Bachelor of Science in Finance and International Business** **09/2006 – 06/2010**

Drexel University, Philadelphia, PA

**Master of Business Administration in Entrepreneurship** **07/2010 – 07/2011**

Drexel University, Philadelphia, PA

**Machine Learning A-Z: Hands-On Python & R In Data Science** **07/2017 – 10/2017**

Udemy, Philadelphia, PA

**Data Science - Python Machine Learning** **10/2018 – 01/2019**

General Assembly, Los Angeles, CA

Skills & Activities

Abilities		Software	
Predictive Analytics		SQL Server	<div><div></div></div>
Machine Learning		Excel	<div><div></div></div>
Reporting & Automation		Python	<div><div></div></div>
Software Development		PowerBI	<div><div></div></div>
A/B Testing		Scikit-learn	<div><div></div></div>
Database Development		Matplotlib & Seaborn	<div><div></div></div>
ETL Operations		Neo4j / Cypher	<div><div></div></div>
Project Management			
Languages		Interests	
English	Native	Rock Climbing	
Russian	Native	Hiking / Mountaineering	
		Blockchain and Distributed	
		Ledger Technology	