DANIEL ROMOTSKY

Los Angeles, CA 90019   310.980.1432   romotsky@gmail.com
www.linkedin.com/in/daniel-romotsky

Data-driven leader with vast product, business, & marketing experience. Strong technical skills with an emphasis on fostering strategic relationships and acquisition, adoption, engagement, retention, revenue impact. Over 5 years' experience managing and coaching analysts.

WORK EXPERIENCE:

Wonolo, Los Angeles, CA
Senior Manager, Product Analytics; May 2022 – present
Lead a team of analysts and collaborate with Product Management, Engineering, and Business leads to optimize product development decisions. Develop key insights and measurement strategies to drive product growth, ensure data accuracy, and enhance the efficiency and effectiveness of the analytics function.
- Team uncovered opportunities to improve product and drove causal testing for worker incentives, bonus wages/slots for jobs, and smart checks on job requests, leading to 4-15% lifts in revenue.
- Build team cohesion by setting clear expectations, creating a vision, and facilitating workshops.
- Develop product north star/feature metrics, and leads monthly all hands meetings for metrics review.
- Own the 2-sided marketplace impact & forecast model, used to prioritize feature development.
- Drive XFN data process improvement initiatives, focused on fluency, quality, and metric alignment.

TikTok, Los Angeles, CA
Senior Data Scientist, Product; July 2021 – May 2022
Conduct advanced analyses and leverage business logic to drive impact in various product areas. Isolate areas of user friction and provide product recommendations to improve user experience. Design, implement, and measure A/B experimentation. Cross-functional partnership with Product Management, Algorithm, and Engineering teams.
- Analytical lead on new EffectHouse platform (desktop, web, in-app) for external designers to create AR visual effects, accounting for 16% of publishes within the first month of public launch.
- Seekbar testing and enhancements on web video player resulted in a 2% lift in user retention.
- Launched a mobile web call-to-action A/B test, resulting in 2x new mobile app installs.
- Oversaw event tracking implementation for TikTok TV launch and conducted funnel analyses, leading to a 2.6pp reduction in login churn.
- Launched Learn/Educational Feed and measured impact to TikTok's ecosystem via A/B testing.
- Created an interactional dashboard to monitor all key product areas, used for weekly reviews with Product, Partnerships, and Business teams.

TikTok, Los Angeles, CA
Senior Analyst, Core Metrics; April 2020 – July 2021
Maintain a deep understanding of regional core metrics (growth, consumption, retention) and uncover marketing, content, and algorithmic levers that impact performance. Forecast monthly active user growth and model population penetration. Partner with general managers, product, operations, and marketing teams to answer high-priority strategic questions.
- Conducted weekly and AdHoc analyses on regional performance; isolated root-causes and areas of opportunity. Maintained strong growth and retention, resulting in ~20% DAU increases QoQ.
- Led content suppression A/B testing to measure value of key content categories to TikTok ecosystem; Resulted in strategic shift to partnership strategies.
- Conducted cohort analysis to measure content partnership's impact on viewership, production, and follower growth; Resulted in increased headcount for team.

- Data lead for initial launch of long-form content in US and BR; measured incremental value to ecosystem.
- Isolated strategic and operational areas of opportunity with push notification strategies, resulting in a 2pp lift in new user retention.

Adobe Inc, San Francisco, CA
Senior Manager, Search Analytics & Innovation; May 2018 – August 2019
Manager, Search Analytics & Innovation; March 2015 – May 2018
Evaluated marketing effectiveness for all 3 global business units. Translated business questions into compelling stories, actionable insights via tracking-enhancements, measurement, synthesizing disparate data sources, analysis. Trained and mentored 5 direct reports in analytics and marketing strategy.

- Strategic insights & partnerships helped contribute to a yearly 33% lift in subscriptions across the Creative & Document Cloud business units. Experience Cloud business grew SALs 25%.
- Ideated and drove data operations for the search marketing org; automation in Hive and Tableau server, job scheduling via Apache Oozie, and anomaly detection rules within Adobe Analytics and custom rules via scripting in R and Python.
- Saved $1.1M annually by partnering with cross-functional teams on A/B tests to replace external search products with in-house machine learning engine.
- Led various advanced analytics and data science practices such as non-linear budget optimization program, media-mix modeling, causal channel attribution models, & categorical machine learning.

Adobe Inc, San Francisco, CA
Senior Marketing Manager, Creative Cloud; February 2013 – March 2015
Marketing Strategist, Creative Suite; December 2010 – February 2013
Owned all global search strategy, execution, optimization, results for worldwide Creative Cloud/Suite business, spanning 32 countries. Led cross-functional budgeting, projections, recommendations.

- Led data-driven global campaign restructure, doubling quarterly ROI, 68% YoY growth.
- Planned, executed 4 major product launches, including the successful transition from box-product software to subscription offering.
- Led 8 worldwide tests annually: concepts, scheduling, analysis, communicating results, next steps.
- Conducted incremental coverage testing: measured impact of investment on organic traffic; quantified importance of marketing budget due to lost traffic and conversion.
- "Above & Beyond" award, Adobe demand marketing; 2x "Most Valuable Contributor" award.

EDUCATION

Professional Certificate, Data Science, **Harvard | EdX;** February 2019 – December 2019
Emphasis: Inference, Regression Modeling, and Machine Learning.

Professional Certificate, Data Analysis, **U.C. Berkeley Extension;** October 2016 – April 2017
Emphasis: Data Science, SQL, R, Database Management.

BS, Financial Mathematics & Statistics, **University of California Santa Barbara**
Lowes Scholarship; Phi Beta Kappa; 1-year study abroad at the Universidad de Complutense, Madrid, Spain.

TECHNOLOGY

Analytical tools: RStudio, Tableau, Looker, Power BI, Segment, Amplitude, Mixpanel, Adobe Analytics, GA4.

Database language & management: R, SQL, HIVE, Oracle, DBT, Snowflake, BigQuery.