

## Ravi Solter

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## Skills

### Languages/Tools

R, SQL, Tableau, Python, git  
Hadoop, AWS

### Libraries

tidyverse, prophet, caret,  
pandas, numpy

### Analytics

Inferential statistics,  
forecasting, A/B testing,  
regression

### Non-Technical

Project management,  
mentorship, stakeholder  
management,  
requirements gathering

## Education

### M.S. in Analytics

North Carolina State  
University

### B.S. in Mathematics

Portland State University

## Certifications

Tableau Desktop Specialist  
(2021)

Data Analysis with Pandas  
and Python (2020)

Python for Data Science  
and Machine Learning  
Bootcamp (2020)

## Professional Experience

### Blend360

2020- Present, Brooklyn, NY

#### Senior Manager of Marketing Strategy

##### LinkedIn

- Co-led assessment for marketing data architecture rebuild. Deliverables included customer journeys, requirement documentation, and analytics roadmap for use cases such as MMM and modeled attribution.
- As client lead, grew account to \$2MM in fees in 10 months by identifying client needs and negotiation and writing SOWs.

#### Manager of Marketing Strategy

##### LinkedIn

- Rebuilt SQL pipeline for all paid media reporting and performance management, improving ETL run-time from 5 to 2 hours.
- Developed 4-week onboarding curriculum on analytical and marketing topics for 5 new hires. Mentored and managed a team of junior data engineers and BI analysts.

##### Visa

- Led team of 4 data engineers and developers in build of a Tableau platform and underlying Airflow pipeline for a sales-enablement platform. Solution supports 100s of sales per year, optimizing revenue while decreasing resources needed to assess.

##### Hilton Grand Vacation

- Designed and implemented a multi-channel, location-based, sales strategy piloted via call-center pilot. A/B testing reported a 15% increase in close rates in 2 months.

#### Lead Data Scientist

##### CVS Health

- Supported \$7m worth of sales for new clinical trials business by leveraging Covid-19 patient test data to identify eligible populations for vaccine trials with pharmaceutical partners.
- Worked directly with pharmaceutical clients, analyzing trends in test populations, building custom forecasts, and delivering data products.

##### Internal

- Owned and managed company's public Tableau presence which leveraged dashboards for general marketing and +30 client demos.
- Helped assemble a rapidly growing team by interviewing, hiring, and mentoring 5 BI engineers and analysts in 6 months.

### Marriott International

2016-2020, Bethesda, MD

#### Senior Manager - Data Science Partner

- Responsible for loyalty program performance analyses focusing on key drivers' analyses, A/B testing, and regular reporting on +10M records of customer behavior.
- Led git adoption by leading trainings and establishing code repositories.

#### Manager - Customer Analytics

- Forecasted NPS score for +6k individual hotels as part of annual goal setting process while accounting for factors like renovation and changes to 'NPS' measurement methodology
- Saved 25% of teammates by building a custom R package which automated routine analyses and standardized Hadoop queries