

SAMUEL KOENIG

Analytics Team Leader

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Strategic and technical team leader with eight years of experience building impactful, sustainable, and iterative analytic teams and technology stacks for start-ups and fast-moving non-profits. Passionate to support teams with actionable insights and data-informed decisions and enjoy the complexity of ambiguous problems.

SKILLS

- **Statistics** (Python, Power Query, R, Excel)
- **Data Visualization** (Tableau, PowerBI, Dash)
- **Team & People Management**
- **Database Management** (dbt, Postgres, Salesforce)
- **Survey Design** (Qualtrics, Formassembly)
- **Website Development** (HTML, CSS, Javascript)
- **Public Speaking** (To&Through, NCAN)
- **Agile Project Management** (Trello, Asana, Jira)
- **User Centered Design**

PROFESSIONAL EXPERIENCE

OneGoal *Senior Director of Analytics* 2020 - Present

- Lead nimble data team responsible for building measurement system to expand from zero to 60 districts, 300+ school leaders, and 80,000 students across six states
- Product manage Salesforce, AWS Postgres warehouse and ETL development and build self-service PowerBI Ecosystem for senior leadership, product, sales, human resources and other functional areas
- Develop student-facing progress tracking tool for 1000 students to support differentiated learning using Looker. Present learnings to To&Through Project at the University of Chicago
- Build email alert system using python, postgresSQL and javascript to notify teachers of their progress
- Transform National Student Clearinghouse data using R to visualize enrollment and persistence data for more than 20,000 students and 40 districts in the states of Illinois & Kentucky
- Evaluate reliability and validity of Postsecondary Culture Survey across 13 districts and three states through robust psychometric testing and present findings to National College Attainment Network

RePublic Schools *Lead Data Analyst* 2018 - 2020

- Design Tableau data strategy for network of 3,000 students, 300 staff and seven schools, reducing data latency period for senior management, academics and talent teams from four weeks to two days
- Manage software team to automate operational system, NWEA, State Test, and academic data in AWS

Venture For America *Marketing Analyst* 2017 - 2019

- Participate in "experiential MBA," leading team projects for McKinsey, IDEO and Flatiron School. Applied knowledge in practical setting for fast moving e-commerce start-up
- Model revenue and profit implications of executive decisions such as shipping policy changes, new product launches, and supply chain optimizations

EDUCATION

The College of William & Mary 2013-2017

Bachelor of Arts, Economics and Psychology Honors: Magna Cum Laude, Dean's List
Capstone research - "Are Professors Paid Fairly? The Factors Underlying Salary Within William & Mary Faculty"